



Safer and Stronger Communities Overview and Scrutiny Committee

Overview and Scrutiny Review of Road Safety for Children and Young People

February 2013

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Foreword

The consequences of a road traffic collision can have a major effect on individuals, families and communities.

Within this context the Committee agreed to establish a working group to explore road safety education initiatives provided by the Council and Partners in promoting road safety to children and young people within County Durham.



A performance report presented to the Safer and Stronger Communities Overview and Scrutiny Committee in July 2012 highlighted an increase of the 'number of children killed or seriously injured (KSI) in road traffic collisions' from 2010. Members of my committee were keen to explore this area and see what could be done to improve on our performance and activity in reducing the number road safety accidents bearing in mind that the numbers are very small thankfully.

The review has gathered a wide range of evidence, undertaken field study visits and members have attended road safety events provided by the Council and partner agencies to see first hand what we and our partners are doing.

The report concludes with a number of recommendations for consideration by the Council's Cabinet (see page 26 of the report).

I would like to take this opportunity to thank Members of the Committee and representatives from Durham County Council and Partner organisations for their valuable time in giving evidence and supporting the work of the review.

Councillor Dr David Boyes
Chairman
Safer and Stronger Communities Overview and Scrutiny Committee

Section 1 Executive Summary

1. Road traffic collisions are a major cause of injury and death for children and young people in Great Britain. The Department for Transport, publication '*Reported Road Casualties, Great Britain, Annual Report 2011*', reports that during 2011 there were 2,412 children aged between 0-15 killed or seriously injured within Great Britain. During the same period, a report from the North East Regional Road Safety Resource reported there were 122 children killed or seriously injured in the North East and 24 within County Durham. The Quarter 2 2012/13 Performance report contains the latest information (January – June 2012) that points to 9 children or young people killed or seriously injured (KSI) for this period. There was one fatality in this period.
2. Road Casualty Reduction is identified as an objective within the Sustainable Community Strategy and a long term priority within the Safe Durham Partnership Plan 2011-14. Casualty reduction is also a key objective within the Altogether Safer element of the Council Plan 2012-2016.
3. Evidence suggests that there are far more child casualties during the week and these casualties tend to be clustered around the school opening and closing times. The review highlights 93% of children injured in collisions between 2007 – 2011 were either pedestrians, car occupants or pedal cyclists. The evidence gathered also points to the fact that road use just before and after school opening closing times has the largest impact on child casualty figures. Furthermore that children appear to be most at risk of becoming injured in a collision in the urban centres in County Durham and especially in areas with higher levels of deprivation. These findings also correlate with findings from a policy paper 'Road factors in road safety' from the Royal Society of Prevention of Accidents (April 2012) that highlighted a correlation between road traffic collisions and areas of deprivation. Within this context, it is important that children within higher prevalence areas take up educational road safety initiatives.
4. These findings are in line with recommendations from the Safe Durham Partnership strategic assessment to reduce the number of casualties during the school run and provide visible targeting of speeding vehicles during this period. In addition, the development of a Road Casualty Reduction Plan will provide a strategic steer from the Safe Durham Partnership to meet these recommendations.
5. In this context, the scrutiny review wanted to explore road safety initiatives provided by the Council and Partners in promoting road safety to children and young people within County Durham. The review has gathered evidence to gain an understanding of the Road Casualty Reduction Forum's priorities, road safety schemes for children and young people undertaken in partnership and by the Council, as well as the impact of these schemes including information on best practice.

6. The Council has a statutory responsibility for road safety and the Council's road safety team has played a valuable contribution to casualty reduction activity. The North East Regional Road Safety Resource Unit has produced a report '*Evaluation of the Effectiveness of Durham County Council's Child Road Safety Training Schemes*' on the effectiveness of the Council's child road safety schemes. This report shows that since the launch of the child pedestrian training scheme in 2006, there has been a 22% reduction between 2006 – 2011 in the number of child pedestrians injured aged between 7-13; and a 38% reduction of child pedal cyclists injured between the ages of 9-14 for the period 2007-2011. The evidence suggests that it is difficult to evaluate a single scheme's effectiveness, as the cause of any single accident will have multiple factors. However, one note of caution when using this figure in particular is that when compared across the North East there was a 34% reduction in child pedestrian casualties over the same period.
7. The Road Casualty Reduction Forum works well and provides for a coordinated approach so that the work is joined up with all partners' making an important contribution to the work of the Forum. The Forum continues to work with the aim of reducing child KSI road casualties by continuing to deliver on a range of programmes and activities. Its Speed Management Strategy covered the period from 2007 -2011 and it is suggested the Forum update the strategy to take account of the Government's consultation on setting local speed limits, including its evaluation of the 20 mph limits (zones).
8. Road Safety is an important public health issue. Indeed it is an important multi-agency issue. The Council will take on responsibility for public health from 1 April 2013. The National Institute for Health and Clinical Excellence (NICE), Public Health guidance on preventing unintentional injuries in the home, on the road and during outdoor play and leisure is being used to inform a strategy for County Durham that will assist in helping to prevent unintentional injuries among children and young people aged under 15. Importantly, the guidance also suggests that road safety reviews should be undertaken every 3 years to evaluate the impact of initiatives on local policies (including health inequalities policy), practice and injuries.
9. Enforcement plays an important role in reducing accidents and casualties as well as contributing to the creation of safer environments for all road users. Enforcement initiatives include speed, drink/drug driving, overloaded vehicles, seatbelt compliance and mobile phone use. For example, children aged between 3-12 years must have the correct child restraint with seatbelts fitted. The only exemptions are a child must use an adult belt in the rear if in a taxi if the correct child restraint is not available, on a short and occasional trip where the child restraint is not available and if two occupied child restraints prevent use of a third. The review notes that an evaluation of car clinics undertaken by the "Good Egg" guide in England between September to December 2010 reported that from 2,300 seats checked, 48% were fitted incorrectly and 461 had major faults.

10. Engineering initiatives ensure the management of the highways network is focused on the safety of road users. They also include analysis of data to identify and consider appropriate engineering solutions that include local safety schemes, traffic calming, pedestrian schemes and road design.
11. Education plays an extremely important role in influencing road users attitudes and behaviour. Influencing road user behaviour through education, publicity and training is a crucial element of any Road Casualty Reduction Strategy.
12. The Council is facing significant financial challenges. Resource availability to support the Council's public health delivery will be important in this context. Efficiencies and savings for all activities will continue to be looked at. Members noted that the Council remains committed to supporting front line services.
13. In conclusion, casualty reduction is an important priority for the Council and its partners reflected in respective strategic documents and action plans. A great deal of work is being done in a partnership context that has made a difference. The performance data relates to a small number of children and young people that have been killed or seriously injured (KSI) and this itself can present difficulties in that small numbers can be misleading. Work to develop a strategy on unintentional injuries is welcome as is public health becoming a local authority responsibility. Further work on evaluating the impact on casualty reduction programmes is essential so that value for money and any further investment into programmes demonstrate that they work, they do make a difference and that they are the right thing to do.

Recommendations

14. The Safer Stronger Communities Working Group recommends:
 - a) That Cabinet request that the Councils Neighborhood Service Road Safety Unit facilitate an audit to ensure that children and young people in high prevalence areas are receiving appropriate road safety education by the Council and Partners and that they (children, young people and their families) are acting upon this information.
 - b) That Cabinet note the potential danger of child car seats being incorrectly fitted and encourage the Road Casualty Reduction Forum to publicise the importance of well fitted seats with information targeted at parents to direct them towards organisations that can provide a check.
 - c) That Cabinet encourage the Road Casualty Reduction Forum to take account of findings to be published (January/February 2013) from the Government's consultation on revised guidelines to local authorities on the setting of speed limits together with findings from the evaluation on 20 mph limits (zones), with a view to putting forward a proposal to Cabinet on the benefits or otherwise for such an investment. Furthermore that the Road Casualty Reduction Forum update their Speed Management Strategy. That this information is then shared with Cabinet.

- d) That Cabinet request the Director of Public Health to prioritise the evaluation of programmes and activities that reduce casualty reduction (in line with NICE guidance) so that they provide value for money and are effective.
- e) Cabinet are asked to consider the recommendations contained in the report as part of the approach through systematic review and provide a progress update on recommendations in six months time.

Section 2 Background and Methodology for the Review

Background

15. At its meeting in July 2012, Members of the Safer and Stronger Communities Overview and Scrutiny Committee agreed to undertake a review on Road Safety. The topic was chosen following concerns from Members regarding performance of the 'number of children killed or seriously injured (KSI) in road traffic collisions'.
16. Road Casualty reduction is identified within the Sustainable Community Strategy and a long term priority within the Safe Durham Partnership Plan 2011-14. Casualty reduction is also a key objective within the Altogether Safer element of the Council Plan 2012-2016. It should also be noted that road casualties impact upon public health and from March 2013, the Council will have responsibility for Public Health services within County Durham.
17. The Council is a key partner of the County Durham and Darlington Road Casualty Reduction Forum. The Forum reports to the Safe Durham Partnership and its ethos to road safety is through Education, Engagement, Engineering and Enforcement, to which the review includes information on responsibilities for these areas.
18. The Council undertakes a wide range of educational initiatives and programmes to engage with all ages within the County. An overview of these initiatives is provided, however the review focuses on child road safety programmes and initiatives undertaken by the Council. A key area of the review will be to assess the impact of road safety schemes through undertaking a cost benefit analysis to examine value for money and how they can contribute to reducing the number of collisions within County Durham.
19. The review also explored funding streams/budgets for undertaking road safety programmes and raise the profile of road safety initiatives undertaken by the Council. Throughout the Review Members will also have the opportunity to undertake field study activities to observe road safety initiatives.

Purpose

20. To raise the profile of road safety initiatives provided by the Council and to promote road safety to Young People within County Durham.

Objectives

- To gain an understanding of priorities and the role of partners within the Road Casualty Reduction Partnership.
- To gain an understanding of Road Safety performance indicators and barriers to improving performance

- To explore the range of Road Safety schemes that are available for young people and identify methods to improve awareness and take up of schemes.
- To receive evidence on the approach to delivering road safety programmes both by the Council and in partnership and assess their impact and value for money.
- To research experiences and examples of best practice from UK road safety programmes to include within the Review's findings.
- To undertake field study activity to gain an insight to road safety programmes delivered by the Council and the Road Casualty Reduction Partnership.

Timescale

21. Review Group meetings and visits have taken place between September to November 2012.

Evidence

22. The review has gathered evidence through:

Officer presentations from:

Alan Kennedy, Road Safety Manager, Durham County Council
 Esther Mireku, Public Health - Childhood obesity/Unintentional Injury prevention in children/Breastfeeding & Weaning, NHS County Durham
 Stuart Errington, Director of Community Protection, County Durham & Darlington Fire & Rescue Service
 Colin Bage, Area Manager, County Durham & Darlington Fire & Rescue Service

Field Study observations to:

Wise Drive, Durham Constabulary Headquarters, September 2012
 Safety Carousel, Newton Aycliffe, November 2012
 Safe and Fuel efficient Driving Network meeting, Bishop Auckland College, November 2012

Reference material:

Reported Road Casualties, Great Britain, Annual report 2011, Department for Transport
 An analysis of Child Casualties in Durham 2007 – 2011, North East Regional Road Safety resource
 Road factors in road safety' Royal Society of Prevention of Accidents
 County Durham & Darlington Road Casualty Reduction Forum – Road Casualty Reduction Plan
 Safe Durham Partnership Strategic Assessment 2012 and Road casualty Delivery Plan
 Road Safety Research Report No. 82 Evaluation of the National Network of Child Pedestrian Training Pilot Projects, Department for Transport

Brainbox Research Durham County Council: Young Driver Training
 Course Evaluation – Final Report
 The Good Egg guide to in-car Child Safety' Road Safety GB Good Egg
 Initiative, Post campaign evaluation, January 2011
 Home to School travel and Transport Guidance, Department for
 Education
 Assessment of walked Routes to School, Road Safety GB
 Evaluation of the effectiveness of Durham County Council's Road Safety
 Training Schemes, North East Regional Road Safety resource
 Analysis of Casualties directly injured by or in a vehicle driven by a
 young driver in the Durham Police Authority Area' North East Regional
 Road Safety resource
 Think website, Department for Transport
 Road Safety Knowledge website, Road Safety GB
 Information from Hampshire County Council's website
 Press release, Bristol leads the way in supporting street play, Bristol City
 Council, 20th October 2011
 Roads: Speed Limits, House of Commons Library, 3rd August 2012
 Durham County Council website, Policy on the introduction of 20mph
 zones
 County Durham & Darlington Road Casualty Reduction Forum 'Speed
 Management Strategy 2007 -2011'
 LGIU Briefing 'The Public Health Outcomes Framework'
 NICE Public Health Guidance 15 & 29, National Institute for Health and
 Clinical Excellence

Membership of Review Group

23. Members of the Review Group were:

Councillor D Boyes (Chair)
 Councillor M Hodgson (Vice-Chair)

Councillors J Armstrong, B Arthur, A Bainbridge, B Bainbridge,
 D Bowman, Brown, D Burn, M Campbell, D Freeman, C Magee, E Mavin,
 B Myers, J Nicholson, M Potts, A Shield, P Stradling, T Taylor, J Turnbull,
 C Walker and A Wright

Co-opted Members: Mr A J Cooke, Ms M English, Mr M Iveson,
 Ms E Roebuck and Mr T Thompson

Co-opted Employees/Officers: Supt P Beddow, Mr E Suddes, Mr J Hewitt
 and Ms M Bewley

Section 3 - Information to Support the Review

Road Safety and Young People

24. Road traffic collisions are a major cause of injury and death for young people in Great Britain. The Department for Transport, publication '*Reported Road Casualties, Great Britain, Annual Report 2011*', reports that during 2011 there were 2,412 children aged between 0-15 killed or seriously injured (KSI) within Great Britain. During the same period, a report from the North East Regional Road Safety Resource reported there was 122 children killed or seriously injured in the North East and 24 within County Durham.
25. The following are definitions regarding Killed and Serious Injury following a road traffic accident from the Department for Transport, publication '*Reported Road Casualties, Great Britain, Annual Report 2011*':
- **Killed:** Human casualties who sustained injuries which causes death less than 30 days after the accident.
 - **Serious injury:** An injury for which a person is detained in hospital as an in-patient, or any of the following injuries whether or not they are detained in hospital: fractures, concussion, internal injuries, crushings, burns, severe cuts, severe general shock requiring medical treatment and injuries causing death 30 days or more after the accident.

Performance Information and Causation factors

26. The key performance indicator reported to the Safer and Stronger Communities Overview and Scrutiny is the 'number of children killed or seriously injured in road traffic collisions' within County Durham. A performance report to the Committee in July 2012 reported that the number of children killed or seriously injured (KSI) in road traffic collisions during 2011 totalled 24, which was above the annual target of 20 and highlighted that there were 11 KSIs within the first quarter of this year. This was an increase of 6 KSIs from 18 in 2010. The report provided commentary that the County Durham and Darlington Road Casualty Reduction Forum continues to work together with the aim of reducing child KSI road casualties by carrying out their various functions and initiatives. The council specifically targets child road safety by conducting training on pedestrian, cycling and other road safety education initiatives as identified within this report. In considering the performance report, Members requested that future reports provide a breakdown between the numbers of killed and seriously injured.
27. The latest performance information presented to the Committee's meeting in January 2013 reported that there were 9 KSIs between January and June 2012 (with one fatality) compared to 14 in the same period in 2011. Reporting trends on absolute figures means that it is

difficult to draw statistical inference from small numbers. However, reporting a rolling average would smooth out peaks caused by seasonality and reporting rate per population would assist comparison with other authorities.

28. 'An analysis of Child Casualties in Durham 2007 – 2011' report produced by the North East Regional Road Safety Resource highlights information from the STATS19 form completed by a Police Officer following a collision. Between 2007 - 2011 there were:

- 913 - road traffic collisions (RTCs) that resulted in a child casualty
- 1,069 - child casualties that resulted from those RTCs
- 953 - slight injuries
- 114 - serious injuries
- 2 - fatal injuries

29. Chart 1 below illustrates the number and severity of child casualties in County Durham between 2007 – 2011. Looking at each of the five years individually, it highlighted that whilst there has been a general downward trend in the number of children injured in Durham, three of the years in the period actually saw an increase in child casualties compared to the previous year's performance. The general downward trend is due to the significant fall in child casualties in 2010, which continued with only a slight increase in 2011.

Figure 1: Severity of Child Casualties by Year

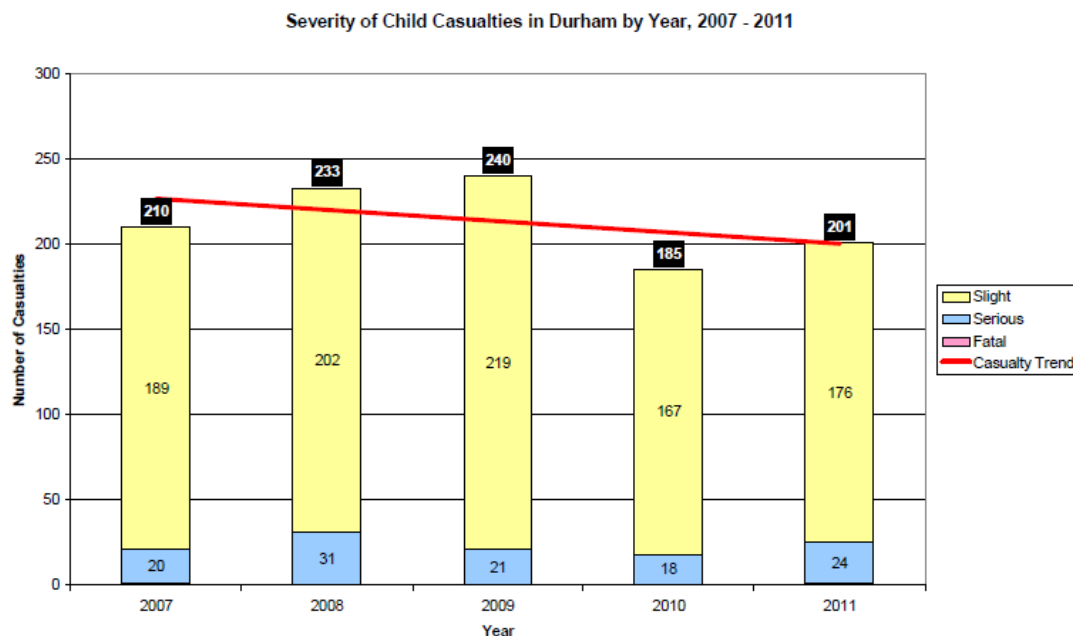


Chart 1 - 'An analysis of Child Casualties in Durham 2007 – 2011'

30. Chart 2 (overleaf) provides an analysis of the severity of the child casualty and vehicle type. Information within the chart reports that 93% of children injured in these collisions were pedestrians, car occupants or pedal cyclists.

Severity of Child Casualties in Durham by Casualty Class and Vehicle Type, 2007 - 2011

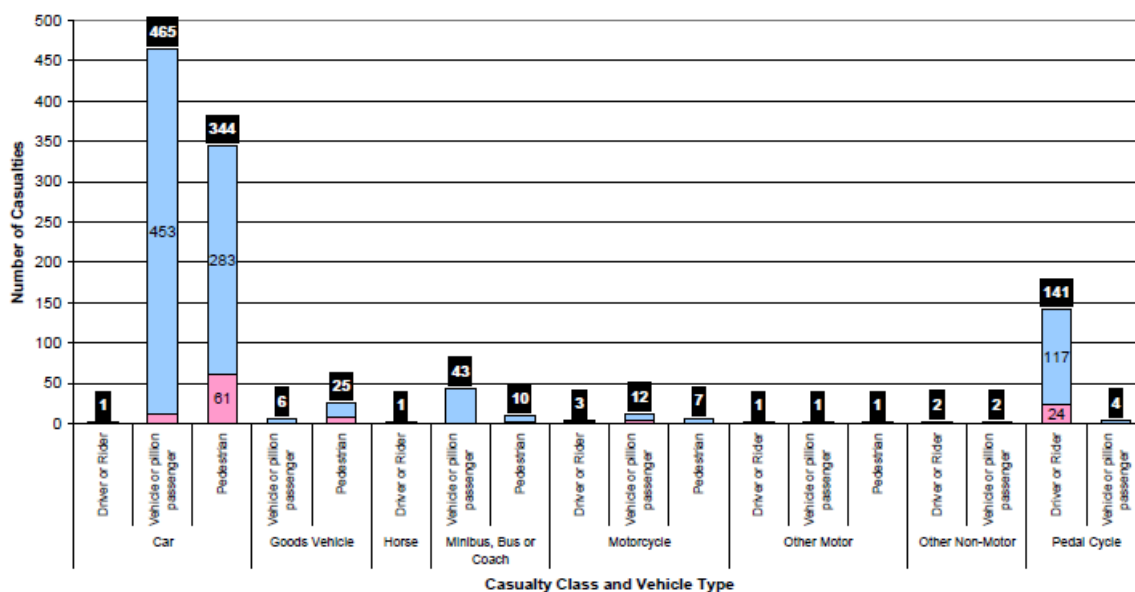


Chart 2- Source - *An analysis of Child Casualties in Durham 2007 – 2011* - North East Regional Road Safety Resource

31. Chart 3 below illustrates the severity of child casualties by age group and year.

Severity of Child Casualties in Durham by Casualty Age Group and Year, 2007 - 2011

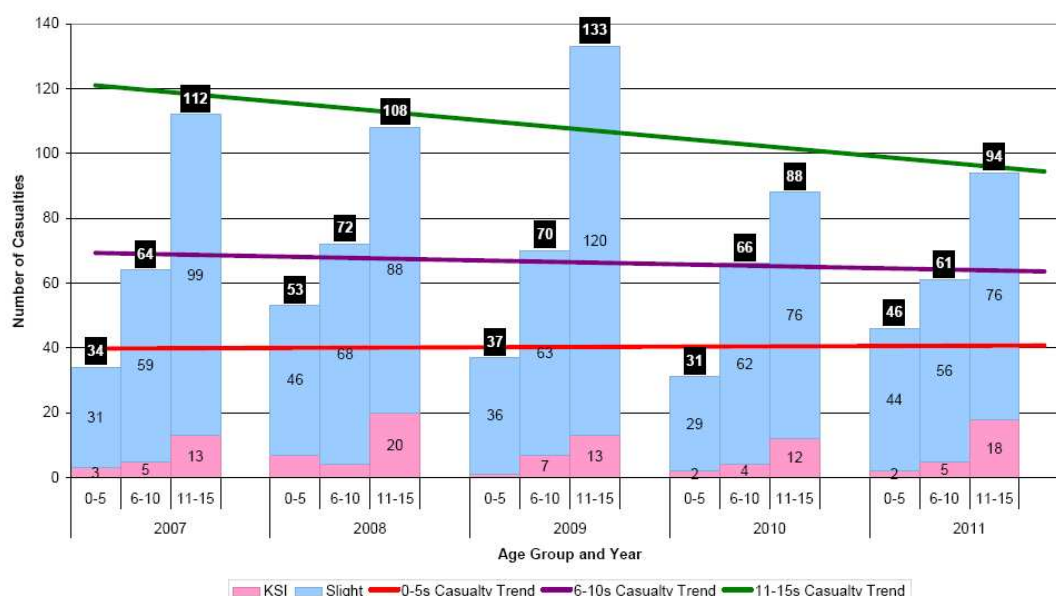


Chart 3- Source - *An analysis of Child Casualties in Durham 2007 – 2011* - North East Regional Road Safety Resource

32. Chart 3 reports a general downward trend in the number of children aged 6 to 15 injured in the period, whilst the numbers of children aged 0-5, which represented the smallest group of child casualties, slightly increased over the five years, and actually rose by nearly 50% between 2010 and 2011.
33. Chart 4 (below) illustrates that there are far more child casualties during the week (Monday – Friday), and these casualties tend to be clustered

around the school opening and closing times. Further to this, there is also a peak in child casualties between 17:00 and 17:59, with a sharp drop off after this time. Over the weekend, casualties are much lower than during the week, and the main peaks occur at 13:00-13:59 and 16:00-16:59. This figure shows that road use just before and after school opening and closing times has the largest impact on child casualty figures.

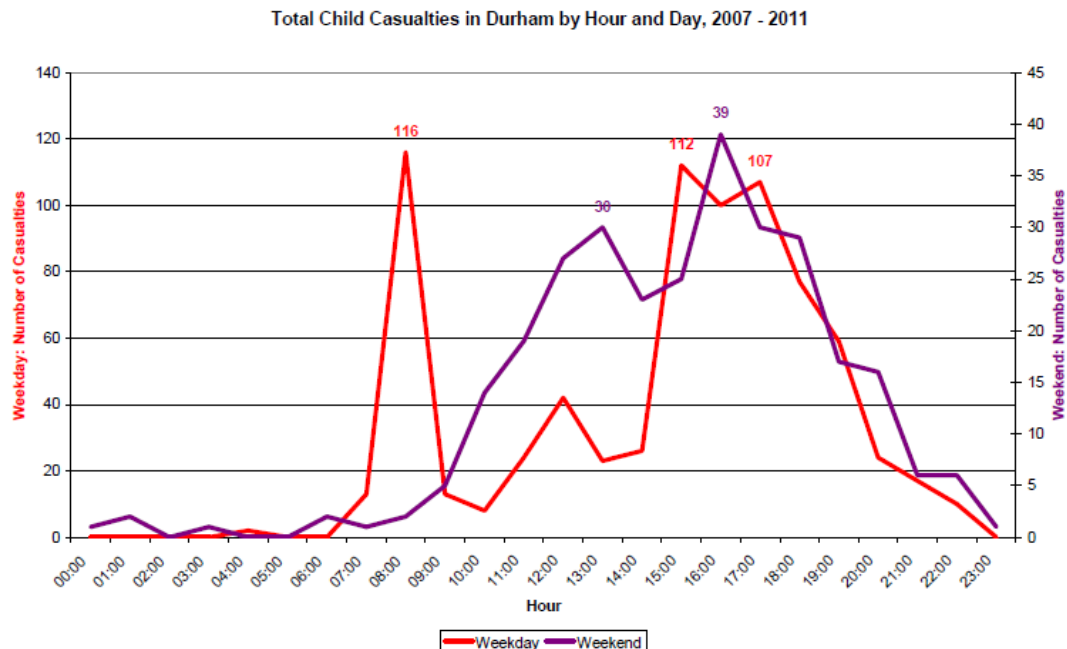


Chart 4- Source - *An analysis of Child Casualties in Durham 2007 – 2011* - North East Regional Road Safety Resource

34. Appendix 1 of this report contains maps of County Durham with information on where child casualties occurred, how severe these casualties were, what the child was doing at the time, and where the highest numbers of child casualties happened. These maps also include information from the Department for Communities and Local Government on the levels of deprivation in each of the 'lower super output areas' in County Durham and identifies that there is a link between the level of deprivation and the number of child casualties.
35. The four maps provide an overview of all child casualties in Durham, child pedestrians, car occupants and pedal cyclists. Analysing where the highest numbers of casualties have occurred, it is clear that pedestrian casualties are the most common around the urban centres of County Durham, such as Bishop Auckland, Peterlee, Seaham, Consett, Stanley, Chester-le-Street and Durham City and almost all pedestrian casualties occurred to the east of the A68.
36. With regard to child car occupants, there are still high levels of child casualties in the urban centres on the county's major roads. In addition, pedal cyclist casualties again tend to be clustered around the urban centres, with very high concentrations in both Seaham and Peterlee.
37. In summary, the maps show in general that children appear to be most at risk of becoming injured in a collision in the urban centres in County Durham, and especially in areas with higher levels of deprivation. These findings also correlate with findings from a policy paper 'Road factors in

road safety' from the Royal Society of Prevention of Accidents that highlighted a correlation between road traffic collisions and areas of deprivation.

Priorities

38. Road Casualty reduction is identified as a priority within the Sustainable Community Strategy and a long term priority within the Safe Durham Partnership Plan 2011-14. Casualty reduction is also key objective within the Altogether Safer element of the Council Plan 2012-2016. In addition, the Mid Durham Area Action Partnership identified 'Road Safety and Highways' as one of its priorities.

The County Durham and Darlington Road Casualty Reduction Forum

39. Within County Durham and Darlington, there is a Road Safety Forum that includes Durham County Council, Darlington Borough Council, Durham Constabulary, Durham and Darlington Fire and Rescue and the Primary Care Trust.
40. To support the Forum's work, casualty data collection and analysis is provided by the North East Road Safety Resource, based at Gateshead Borough Council's Traffic Accident Data Unit. The Unit is funded through surpluses generated by the National Driver Offender Rehabilitation Scheme (NDORS), which is delivered in each of the three sub regions, to share costs and provide value of money. This service and data is very useful to the Council and Durham Police, as the software and analysis used gave not only statistics, but also demographics.
41. The Forum's Road Casualty Reduction Plan identifies the following strategic objectives:
- *The economic impacts of road traffic collisions.*
 - *Improving education and raising awareness to assist in our communities achieving their full potential.*
 - *Improving the health and wellbeing of our communities through casualty reduction.*
 - *Developing a safe highway free of accidents and free of the fear of accidents.*
 - *A high quality safe and sustainable transport environment.*
42. To deliver these objectives the Forum utilises appropriate education, , enforcement and engineering packages to reduce road casualties. An overview of these areas includes:

Enforcement

43. Effective enforcement campaigns can have a marked effect on the compliance of drivers in relation to traffic law, regulations and driver behaviour. This plays an important role in reducing accidents and casualties as well as contributing to the creation of safer environments

for all road users. Enforcement initiatives include speed, drink/drug driving, overloaded vehicles, seatbelt compliance and mobile phone use.

Engineering

44. The management of the highways network is focused on the safety of road users. Network management policies and procedures prioritise safety, sustainability and serviceability. Road networks are assessed to identify risk factors that may have a negative impact on road safety and this work determines major maintenance and service renewal programmes.
45. Engineering initiatives also include analysis of data to identify and consider appropriate engineering solutions that include local safety schemes, traffic calming, pedestrian schemes and road design.

Education

46. Education plays an extremely important role in influencing road users attitudes and behaviour. Influencing road user behaviour through education, publicity and training is a crucial element of any Road Casualty Reduction Strategy. The Forum aims to encourage road users to take responsibility for their own safety and to consider the risks of their actions on others. To deliver these aims the Forum promotes publicity campaigns to raise public awareness of the problems associated with illegal and poor driving at a local, regional and national level. Partners also promote enforcement campaigns to increase drivers' perception of the probable risk of being detected and the consequences and train and educate road users, passengers and pedestrians in an attempt to change behaviour and encourage safe behaviours.



Safe Durham Partnership Strategic Assessment 2012

47. The Forum reports to the Safe Durham Partnership Board and the Partnership's Strategic Assessment 2012, highlights the number of child casualties, peak time of collisions and public perception of speeding vehicles. The Strategic Assessment recommends that consideration be given to undertaking work that would reduce the number of Child Casualties during the school run and provide visible targeting of speeding vehicles both during the school run and in areas where public perception of speeding is greatest.
48. In addition, a Road Casualty Reduction Delivery Plan is being developed to improve education and raise awareness, Improve health and wellbeing of communities through casualty reduction and develop a safer road environment. It is suggested that progress on the Delivery Plan is

included within the Council's Safer and Stronger Communities Overview and Scrutiny Committee work programme.

Mid Durham Area Action Partnership

49. Road safety and highways was voted the top priority at the Mid Durham AAP launch meeting in 2009 and was voted the second highest priority for 2011/12. Following the launch of the AAP, a Mid Durham AAP Road Safety and Highways Priority Task Group was established.
50. To date, the Task Group has undertaken projects on developing physical gateway features to villages to ensure drivers are aware they are entering a village and help slow down traffic. It has also undertaken a Community Speedwatch programme within hotspot areas, driver education through training sessions with businesses and engaged with schools and youth groups using informal and formal education techniques. The Group has also engaged with pupils from St Bede's RC School and Sixth Form College to look at media designs and messages.
51. Whilst not identified as a priority, Area Action Partnerships within the County have supported a number of neighbourhood budget applications that impact on road safety including speed visors, speed humps, traffic lights and crossings.

Responsibilities of Durham County Council

52. The Council has a statutory duty within the Road Traffic Act 1988 to "take steps both to reduce and prevent" road traffic collisions; "carry out a programme of measures designed to promote road safety"; and "take such measure as appear to the Authority to be appropriate to prevent such accidents, including the dissemination of information and advice giving practical training to road users".
53. The Council's Road Safety Team consists of 6 full-time members of staff, 5 term-time staff, 1 part-time officer and 240 casual staff, the majority of whom are School Crossing Patrols (SCPs) operating over 185 sites and driver and motorcycle training staff. The Council also has the benefit that its Road Safety Manager is the Chair of Road Safety GB which is a national road safety organisation that represents local government road safety teams across the UK.
54. The Road Safety team provides a holistic approach to encompass all road users, and all age groups from ante-natal stage in respect of parental responsibility in-car, to 6th form students learning to drive, right through to Safer Driving with Age (SAGE) Assessments for older drivers. Information on road safety education initiatives to children and young people is provided in section 4 of this report.

Impact of Road Traffic Collisions

55. Road traffic collisions can not only lead to devastation for families and communities but is also a significant impact to the economy and public health, police and fire services. The Department for Transport's (DFT)

Reported Road Casualties in Great Britain 2011 Annual report estimates the cost of a fatal collision at £1.87m, a serious collision at £216,203 and a slight collision at £23,136. Within this context the report estimates the total value of prevention of all reported road accidents in Great Britain during 2011 to be £15.6 billion. The report identifies these valuations on a willingness to pay approach and includes the human costs which reflect pain, grief and suffering, the direct costs of lost output and the medical costs associated with road traffic accident injuries. The estimated total value of prevention of all reported road accidents within County Durham in 2010 was approximately £38m.

56. Road Safety is a public health issue; the chart below identifies the wider implications of road accidents on public health.



57. To provide a perspective on this impact the working group received a case study from the “World Health Report” referring to a young man who had been seriously injured in a road traffic collision and the consequences for not only those involved directly in the incident, their families and wider community in addition.
58. Public Health, NHS County Durham is currently leading on the development of a strategy for County Durham to prevent unintentional injuries among children and young people aged under 15. The Strategy is based on NICE Public Health guidance 29 and aims to provide guidance to preventing unintentional injuries in the home, on the road and during outdoor play and leisure.
59. In development of the strategy, Investors in Children are carrying out consultation with young people to seek views on how they travel to play with friends, use of safe crossings when walking, cycling and use of safety equipment and views on feeling safe and use of seat belts when travelling by car. It is anticipated that the strategy will be available by March 2013.

60. Road Safety and casualty reduction also impacts upon the Police and Fire Services. The Cleveland and Durham Specialist Operations Unit (SOU) was launched in April 2011 to share resources and assets between Cleveland Police and Durham Constabulary. The SOU includes:
- the Road Policing Unit, providing 24/7 roads policing officers and Senior Investigating Officer cover for all serious and fatal collisions
 - a Collision Investigation Unit, providing 24/7 specialist collision investigation
 - a Casualty Reduction Team, providing a road safety initiative and Camera Enforcement function to support road safety initiatives and deliver the National Driver Offender Retraining scheme (NDORS).
61. During 2011/12, the SOU attended 1,360 road traffic collisions within the Durham Constabulary Force area. In addition, during this period, there were 7,125 incidences speed camera enforcement action and 4,266 attendances at NDORS/Speed Awareness courses.
62. Casualty reduction is identified as a priority within County Durham & Darlington Fire & Rescue Service's Integrated Risk Management Plan. The table below sets out all road traffic collisions attended by the Fire Service within County Durham & Darlington, and it shows a decrease in the number of attendances at incidents but an increase in the numbers killed or injured.

	2010/11	2011/12	Variance	Variance (%)
RTCs	317	305	-12	-3.8%
Killed	8	11	3	37.5%
Injured	226	304	78	34.5%
Rescued	146	159	13	8.9%

63. The Committee note that with regard to reporting by a percentage change any increase or decrease to low numbers could be misleading. With regard to responding to incidents, the fire service aim to answer a 999 call within 6 seconds, though the average time was less than 2 seconds and aim to attend 75% of all RTCs within 11 minutes and 90% within 15 minutes. Current performance was 91% within 11 minutes and 96% in 15 minutes which the working group felt was impressive when considering the rural nature of the County. To provide an insight into the role of the Fire Service in attendance at RTCs, Members were provided with a car extrication demonstration at Spennymoor Community Fire Station in July 2012. Observing the demonstration highlighted to Members the high skills and professionalism of fire fighters at road traffic collisions.



Evaluation

64. It is difficult to evaluate a single scheme's effectiveness, as the cause of any single accident will have multiple factors. Further work to assess the impact of the range of interventions is necessary so that programmes that make a difference and that provide value for money can continue to be supported. Appendix 2 of this report contains a range of programmes and interventions.
65. Surveys immediately following a course can provide a measure of what a person feels like immediately after being exposed to a training course or similar. In addition, a person's retention of knowledge can be measured, skills can be tested over a period of time to gain an indication of their attitude to certain aspects. However, even if positive results are gained from the research, it cannot be guaranteed that an individual will be safe on the road, because there are many other factors at play. Other factors include peer pressure, distraction, poor parental guidance, another road user's error, environmental factors such as weather, and the condition of the highway and the vehicle involved. In addition, it is difficult to successfully evaluate the impact of an intervention with small groups who have had limited exposure over a short time.
66. Within this context it is important to use schemes that have been tested, follow recognised methods of delivery and use common well structured educational methods. The Council's child pedestrian training scheme was launched following an evaluation by DfT. The EXCELeRate pilot scheme was tested and showed positive results and was rolled out. Bikeability is also tested in similar ways at national level and is a national course.
67. The '*Evaluation of the Effectiveness of Durham County Council's Child Road Safety Training Schemes*' report also states that due to the very small numbers involved in child pedestrian and pedal cyclist casualties in County Durham, it is difficult to provide a full and irrefutable evaluation on how effective child pedestrian and pedal cyclist training has been in reducing casualties. In addition, it suggests that whilst there has been a general downward trend in overall casualty numbers across this period, this should not be seen to be the only factor in the reduction of child pedestrian and pedal cyclist casualties in County Durham. When comparing Durham's casualties to those of the North East as a whole that there are different trends apparent in the county to the region, to which it is noted are small numbers can probably be partly attributed to the programme of child road safety training put in place by Durham County Council.
68. In addition, best practice through NICE Guidance 29 'Strategies to prevent unintentional injuries among children and young people aged under 15' suggests that road safety reviews should be undertaken every 3 years and to evaluate the impact of initiatives on local policies (including health inequalities policy), practice and injuries.

Funding of Road Safety initiatives

69. In 2000, the Council had allocations from the Revenue Budget of £160,000 per annum to provide road safety education, training and publicity initiatives, and since 2002, funding from the NDORS that could be used to fund:
- Work In schools, including cyclist training
 - Educational resources
 - Publicity
 - SCP equipment
 - All work relating to other road user groups and ages
70. The Durham and Darlington Casualty Reduction Forum secured NDORS funding over the period 2002-11, as Durham County Council was the NDORS service provider, and a Partnership Grant in 2008 of £98,000 that funded the EXCErate pilot scheme. A further government grant was secured at regional level to fund the North East Data Project for its first 2 years. This project is now funded by the three sub regional areas, through NDORS.
71. In addition to these funds, a Specific Road Safety Grant, managed by Durham County Council, but shared by the Forum, for the period 2006-10 had helped to provide EXCErate "Post Test" training, BikeWise Superbike Training, Child Pedestrian Training and the Police with the provision of Automatic Number Plate Recognition (ANPR) equipment.
72. With regard to the Council in 2012, the revenue budget is now £89,000 for road safety education and training. With the loss of the Specific Road Safety Grant, and direct access to NDORS funding, it is becoming increasingly difficult to provide historical service levels. However, it was noted that the Forum was providing a £6,000 contribution to BikeWise and 50% of the salary for the Driver Training Services Officer within the Road Safety Team.
73. Within this context, the current Revenue Budget allocation of £89,000 would need to provide for:
- Education work in schools
 - Publicity
 - Resources
 - School Crossing Patrol equipment
 - BikeWise Superbike Training subsidy
 - EXCErate
 - Child Pedestrian Training
 - SAGE subsidy
74. The Road Safety Team does also generate income in respect of providing Driver and Rider Training, Safe and



Fuel Efficient Driving (SAFED) linked to the Local Sustainable Transport Fund (LSTF) and the Local Motion project. Members of the Working Group attended a networking event to receive information on the SAFED and how it was assisting businesses within the south of the County.

75. A government grant is also accessed by the Road Safety Team to provide Bikeability cyclist training in schools. Currently the value of the grant is £188,000 per annum, guaranteed for the next two years. Bikeability can be provided as long as the grant is accessible.
76. Funded through the Local Transport Plan, the Council aim to complete 10 local road safety schemes by April 2013. These schemes were drafted following analysis of historical personal injury road traffic accident data from the 5 years prior to the scheme's design. Following completion, these schemes will be monitored to ascertain the success, or otherwise, of the measures introduced and learn from this, particularly from the less successful schemes.
77. As identified earlier within the report, from April 2013 the Council will have responsibility for delivery of Public Health Services with County Durham. The transfer of services from the NHS to the Council will have an impact on resources available to support this area of work as accident prevention and road casualty reduction is a public health priority. However, it is to be noted that the Department of Health's 'Healthy Lives, Healthy People: Update on Public Health Funding' paper includes the formula recommendations from the Advisory Committee on Resource Allocation (ACRA) on how the public health budget for local authorities should be distributed. The resource allocation to support public health delivery will no doubt contribute to accident prevention and casualty reduction. Early indication points to an uplift in public health allocation which is to be welcomed.

20 mph zones and limits

78. A 20 mph zone is an area restricted to 20 mph that includes traffic calming measures, whereas a 20 mph limit is a designated area with only signs to notify of the speed limit. A 20mph zone or limit can be introduced by highway authorities such as the county council.
79. Members of the Working Group highlighted that a number of local authorities including Portsmouth and Newcastle had introduced 20 mph limits within their areas. In addition, a number of local authorities including Coventry have adopted a 20mph zone for all its city centre roads as part of a substantial redesign, and Islington in London has recently agreed to make all roads within its control subject to a 20mph speed limit. More locally, Middlesbrough Council is introducing 20 mph speed limits to residential areas across its area by the end of 2013.
80. The Department for Transport (DfT) circular 1/06 states that in an urban environment, research into 20 mph speed limits carried out by TRL (Mackie, 1998) showed that, where speed limits alone were introduced, reductions of only about 2 mph in 'before' speeds were achieved. 20 mph speed limits are, therefore, only suitable in areas where vehicle speeds

are already low (the Department would suggest where mean vehicle speeds are 24 mph or below), or where additional traffic calming measures are planned as part of the strategy.

81. As to the effects of 20 mph limits, the most recent research was conducted by Atkins Transport Planning and Management on the Portsmouth City Council (PCC) area-wide 20 mph speed limit scheme using signing alone. PCC was the first local authority in England to implement such an extensive scheme covering most of its residential roads. *Local Transport Today* summarised the findings as follows: Between 2006 and 2008 Portsmouth City Council implemented 20mph speed limits across 94% of the city's road length – 410km of the 438km network. Unlike other towns and cities that have implemented 20mph zones with traffic calming, Portsmouth opted for a low-cost approach by installing 20mph signs only. Implementation costs were £600,000.
82. A DfT-commissioned review by consultant Atkins compares three-year 'before' and two-year 'after' casualty and speed data. The number of road accident casualties fell by 22% from 183 a year to 142. This compares with a 14% national drop in comparable areas. But Atkins says "casualty benefits greater than the national trend have not been demonstrated". Vehicle speeds dropped by an average of 1.4mph at sites with average speeds less than or equal to 24mph before the 20mph limit was implemented. On streets where average speeds exceeded 24mph before implementation, a bigger speed reduction of 6.3mph was recorded. Nevertheless, Atkins notes that, on many of these streets the reductions were not big enough to ensure that the 20mph limit was self-enforcing. Nineteen of the monitored sites still had average speeds of between 24 and 29mph.
83. The County Council's policy states that a 20mph zone can only be introduced if speed-reducing features of significant number and design are present, so that the average speed remains below 20mph without police enforcement. Self enforcing zones in areas next to facilities for vulnerable road users should be considered where demand is significant enough to justify such measures. 20mph speed limits should not be introduced on roads with naturally low vehicle speeds as evidence suggests that there will be little or no benefit. Schemes are based on a priority assessment of the benefits that will be achieved, and the availability of the necessary funding.
84. The Road Casualty Reduction Forum's Speed Management Strategy 2007-2011 aims to address both excess speed and inappropriate speed on the roads in County Durham and Darlington in order to reduce casualties and improve the quality of life for people who live in the area and those travelling within it.
85. From a public health perspective, a Local Government Information Unit Briefing '*The Public Health Outcomes Framework*' reports that the Chief Executive of Public Health England, Duncan Selbie, was recently quoted as saying that 20mph zones are an example of how directors of public

health can provide 'visible, accessible and practical evidence to influence councillors' decision to the benefit of communities.'

86. In addition, NICE public health guidance 'Preventing unintentional road injuries among under-15s: road design and includes information on 20 mph limits, 20mph zones and engineering measures to reduce speed or make routes safer'. The guidance also includes recommendations on advice on how health professionals and local highways authorities can coordinate work to make the road environment safer and introducing engineering measures to reduce vehicle speeds, in line with Department for Transport guidance.
87. In July 2012, the Government published a consultation on revised guidelines to local authorities on the setting of speed limits. In summary the consultation reiterates existing policy, emphasising the options available to local authorities to introduce 20 mph limits in urban areas and to assess speed limits in rural areas based on safety criteria. Findings from the consultation are yet to be published.

Section 4 Conclusions and Recommendations

Conclusions

88. Road Casualty reduction is an important priority for the Council and its partners and is reflected in respective strategic documents and action plans. A great deal of work is being done in a partnership context that has made a difference. Undertaking field study visits gave Members an insight to these initiatives and the Committee note the recognition and awards that have been achieved.
89. Performance data within the report relates to a small number of children and young people that have been killed or seriously injured within a road traffic collision and note difficulties that reporting by percentage change can be misleading. None-the-less, this is an important area that needs to continue to improve on its performance. The review highlights 93% of children injured in collisions between 2007 – 2011 were either pedestrians, car occupants or pedal cyclists. The evidence gathered also points to the fact that road use just before and after school opening closing times has the largest impact on child casualty figures. Furthermore that children appear to be most at risk of becoming injured in a collision in the urban centres in County Durham and especially in areas with higher levels of deprivation. Within this context, it is also important that children within higher prevalence areas take up educational road safety initiatives and where appropriate information is provided to families.
90. These findings are in line with recommendations from the Safe Durham Partnership strategic assessment to reduce the number of casualties during the school run and provide visible targeting of speeding vehicles during this period. In addition, the development of a Road Casualty Reduction Plan will provide a strategic steer from the Safe Durham Partnership to meet these recommendations.
91. The review notes that an evaluation of car clinics undertaken by the “Good Egg” guide in England between September to December 2010 reported that from 2,300 seats checked, 48% were fitted incorrectly and 461 had major faults. Within this context it is suggested that the Road Casualty Reduction Forum publicise the importance of well fitted seats with information targeted at parents to direct them towards organisations that can provide a check.
92. The Road Casualty Reduction Forum’s Speed Management covered the period 2007-2011 and it is suggested the Forum update the Strategy to take account of evaluations from 20 mph limits, zones and outcomes from the Government’s Consultation.
93. The work to develop a strategy on unintentional injuries inline with NICE guidance is welcome as is public health becoming a local authority responsibility. NICE guidance suggests that road safety reviews should be undertaken every 3 years to evaluate the impact of initiatives on local

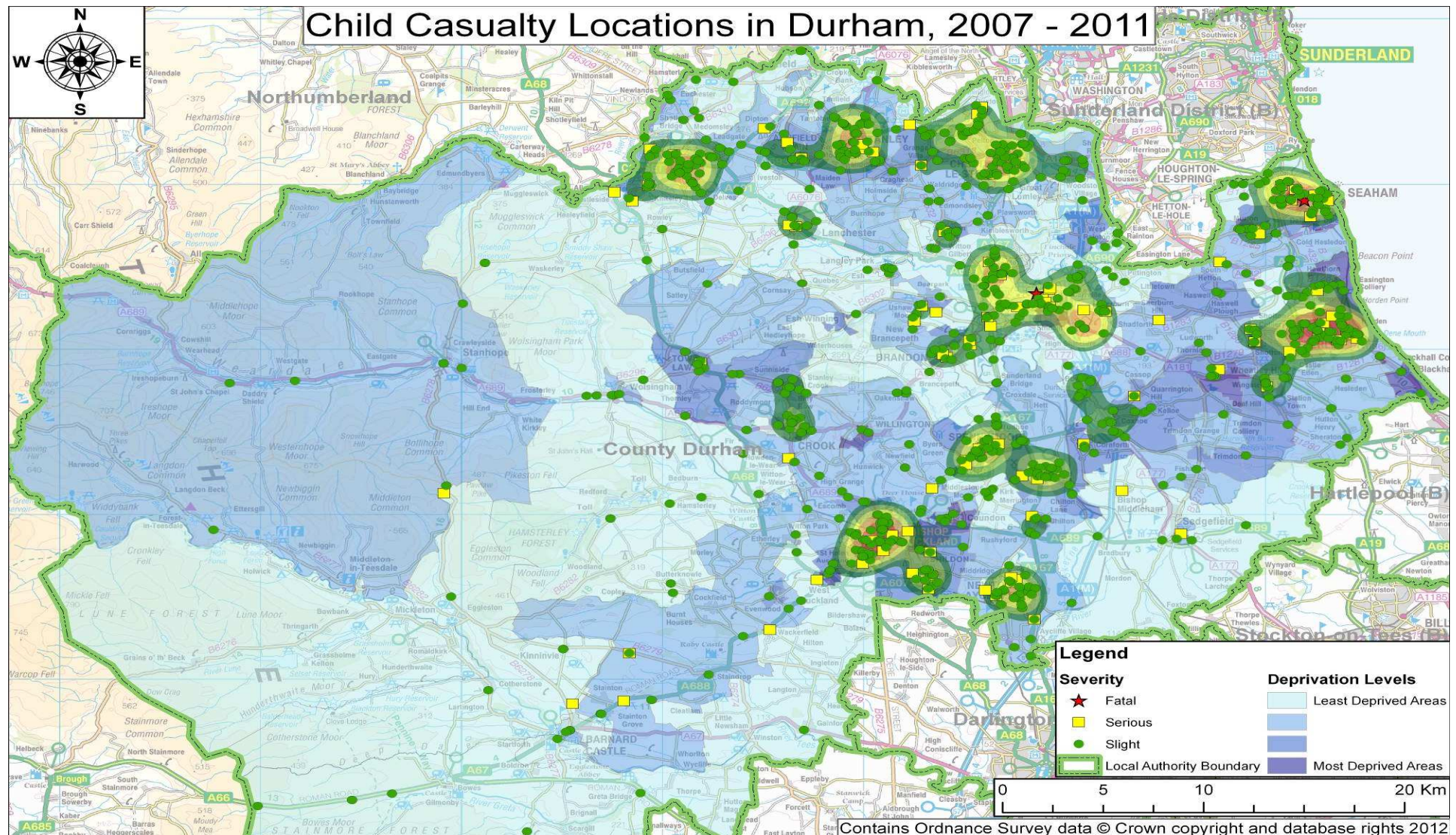
policies (including health inequalities policy), practice and injuries. In addition, further work on evaluating the impact on casualty reduction programmes is essential so that value for money and any further investment into programmes demonstrate that they work, they do make a difference and that they are the right thing to do.

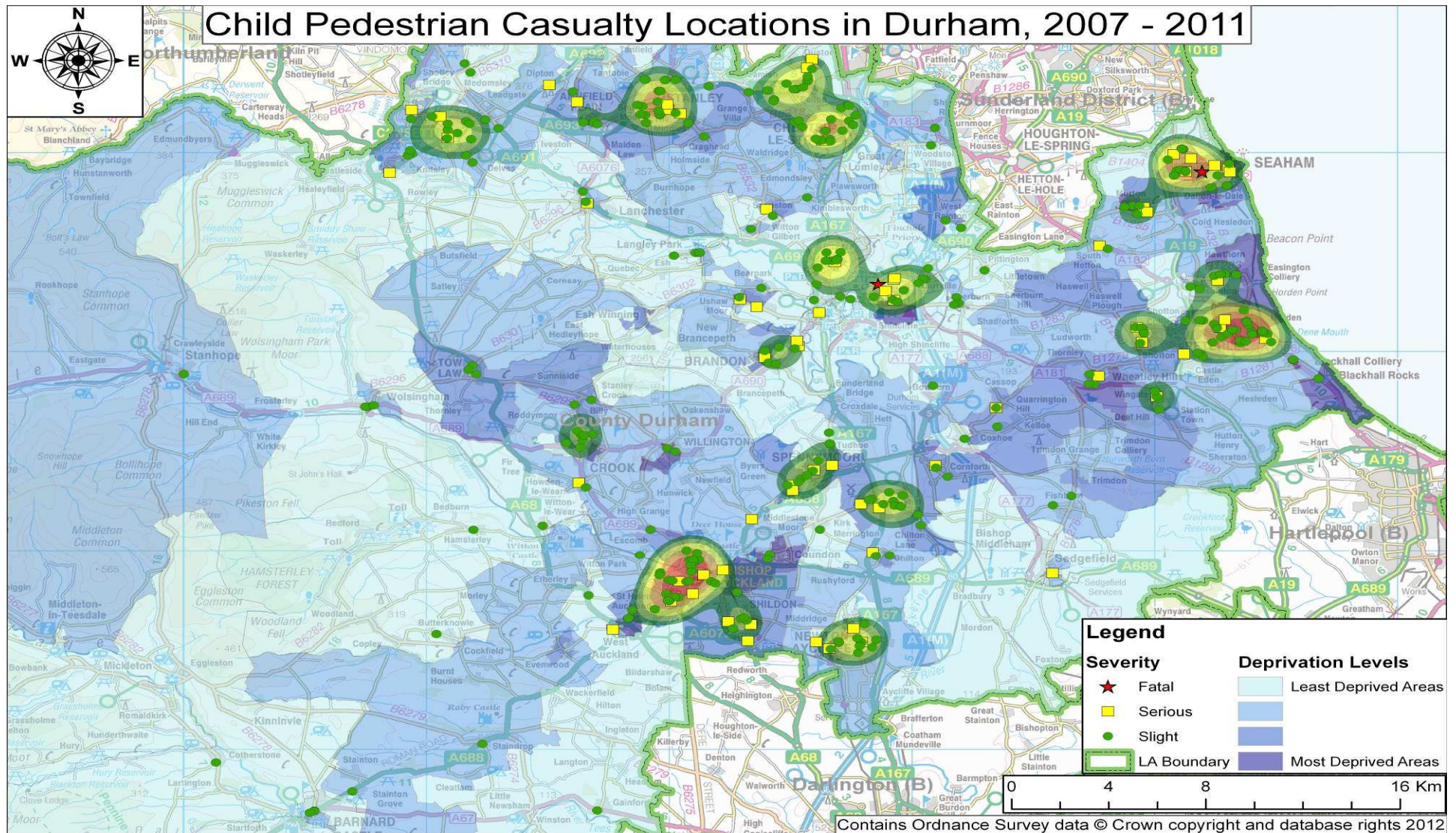
Recommendations

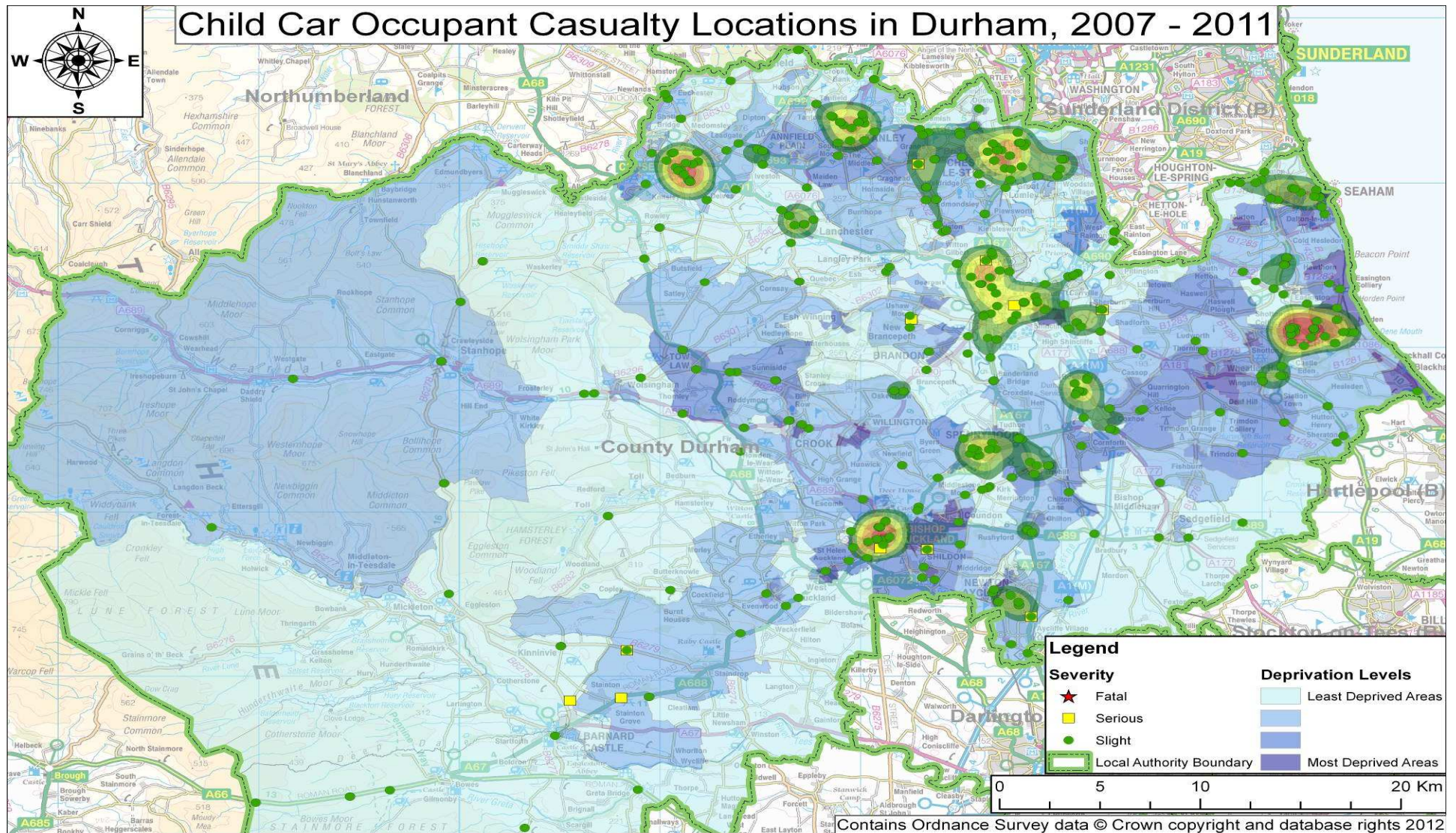
94. The Safer Stronger Communities Working Group recommends:

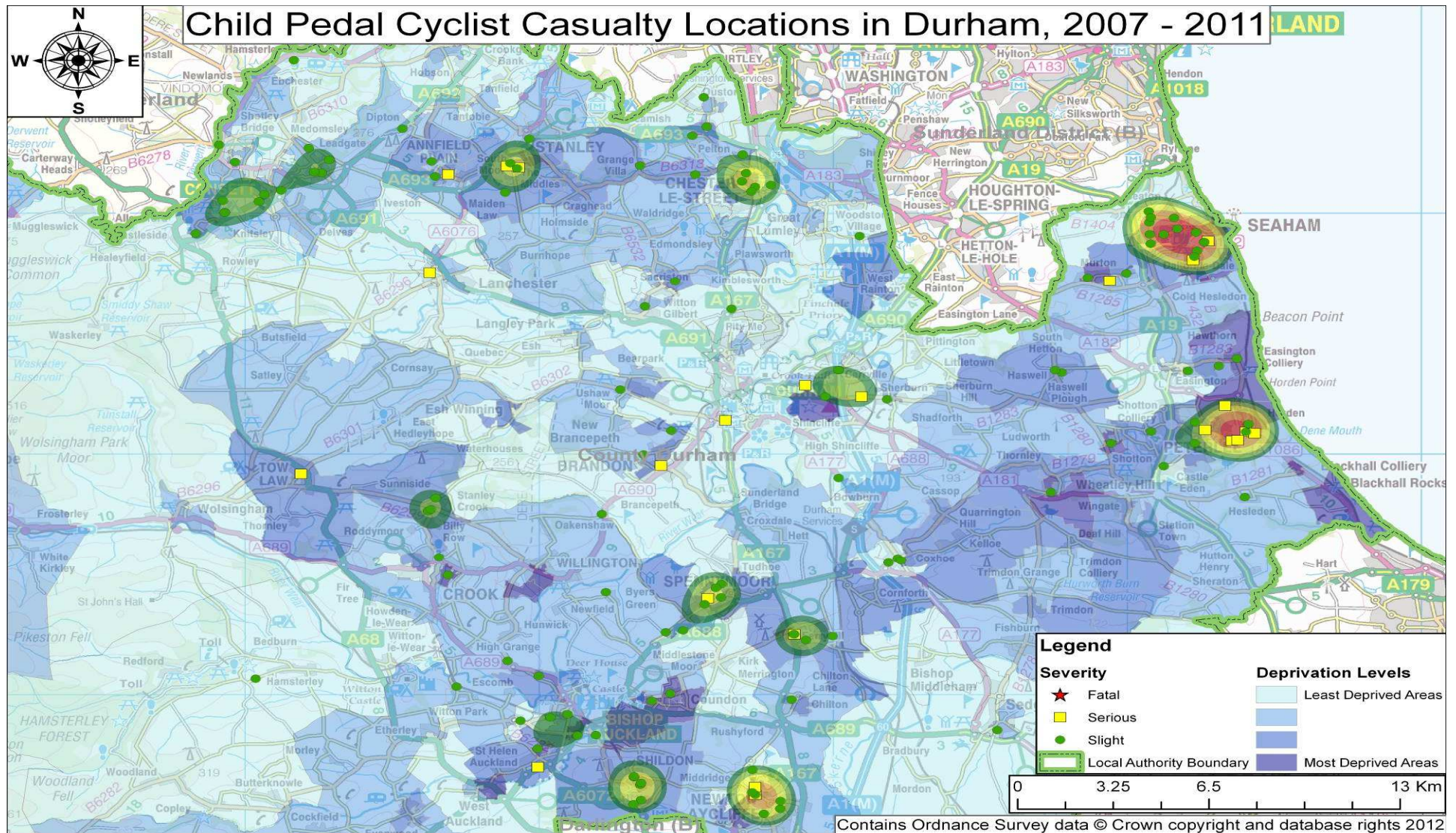
- a) That Cabinet request that the Councils Neighborhood Service Road Safety Unit facilitate an audit to ensure that children and young people in high prevalence areas are receiving appropriate road safety education by the Council and Partners and that they (children, young people and their families) are acting upon this information.
- b) That Cabinet note the potential danger of child car seats being incorrectly fitted and encourage the Road Casualty Reduction Forum to publicise the importance of well fitted seats with information targeted at parents to direct them towards organisations that can provide a check.
- c) That Cabinet encourage the Road Casualty Reduction Forum to take account of findings to be published (January/February 2013) from the Government's consultation on revised guidelines to local authorities on the setting of speed limits together with findings from the evaluation on 20 mph limits (zones), with a view to putting forward a proposal to Cabinet on the benefits or otherwise for such an investment. Furthermore that the Road Casualty Reduction Forum update their Speed Management Strategy. That this information is then shared with Cabinet.
- d) That Cabinet request the Director of Public Health to prioritise the evaluation of programmes and activities that reduce casualty reduction (in line with NICE guidance) so that they provide value for money and are effective.
- e) Cabinet are asked to consider the recommendations contained in the report as part of the approach through systematic review and provide a progress update on recommendations in six months time.

APPENDIX 1









Road Safety Education Initiatives within County Durham

1. This appendix provides information regarding road safety education initiatives for children and young people in County Durham undertaken by Durham County Council and Partners.

WiseDrive

2. Led by Durham Constabulary, Wise Drive is a scheme aimed at young people within reach of their first driving license and is designed to prepare them for safe and sensible driving. The annual multi-agency event has been running now for 12 years and has been an important factor in the improvement of road safety and the reduction of road casualties. Since its launch over 12,000 students have attended the event and research into road collisions in County Durham and Darlington over the first nine years of the scheme reported 0.02% of the young people who had attended a Wise Drive event were involved, as either a fatal or seriously injured casualty.
3. The event supported by Durham Agency Against Crime also includes funding from motorists who have attended speed awareness workshops through the National Driver Offender Retraining Scheme (NDORS). The NDORS workshops are offered as an alternative to prosecution for certain offences and it is positive that the Forum is able to use funds from offending motorists to educate tomorrow's drivers.
4. The programme involves a mix of practical workshops including driving and brake reaction simulators, a seatbelt sled which 'crashes' at five miles per hour and a demonstration by fire-fighters of how they deal with serious or fatal road traffic collisions. There are also sessions offering advice on the potential pitfalls of buying and maintaining a car or motorbike, and the students also take turns behind the wheel in cars provided by a driving school.
5. Members of the Working Group attended a WiseDrive session in September 2012 and observed a powerful presentation from Durham Constabulary on young people and driving, pupils testing their reaction skills on the Council's driving simulator, tips and advice on the importance of car maintenance and a presentation dealing with road traffic collisions from a fire service perspective.

BikeWise

6. BikeWise is an annual event organised by Durham Constabulary to engage with motorcyclists of all ages and provide road safety advice. The event, held at Police HQ, Durham has been running for 18 years and attracts thousands from across the region. In addition to road safety messages and demonstrations from Partners, the event also includes demonstrations from stunt riders, exhibitions and riders allied

to major manufacturers, the north east police helicopter and a display from the Force's dog section.

7. In addition to the annual Bikewise event, there is also Bikewise Super bike training and Bikewise Mini Bike Club. Bikewise superbike training, managed and delivered by Durham County Council, is specifically designed to help riders improve their skills & safety. It is open to all riders of motorcycles over 125cc, who hold a full motorcycle licence. The focus of the training is on optimum rider/bike performance to improve the confidence, skills and raise standards of the rider.
8. Bikewise, Mini Bike Club was launched as a partnership between Durham County Council and Durham Constabulary. Run by volunteers, its aim is to give young people aged between 6 and 17 the opportunity to ride mini bikes lawfully and safely at legal events hosted by the club on private land. Since its launch in 2007, the club's helped remove barriers between children and their parents, as riders must be accompanied by a parent, guardian or carer and many help with events on the day.
9. Success has seen Bikewise and the Mini Bike Club recognised nationally by winning the Highways Excellence Award for Road Safety and The Prince Michael of Kent Award for Road Safety Initiatives. In addition, Bikewise mini club was also awarded Durham County Council's Chairman's medal in May 2011.

Safety Carousel - Child Safety

10. Organised and funded by County Durham & Darlington Fire and Rescue Service, the Safety Carousel is undertaken annually throughout Durham & Darlington. The purpose of the Safety Carousel is to use a multi-agency approach to provide valuable messages on first aid and fire, water, electricity, internet and road safety to all year 6 primary school children.
11. The interactive workshop on road safety is delivered by the Council's Road Safety team. Members of the Working Group attended the carousel and observed children assess a mock collision that has taken place and identify factors that may have caused the collision and report back their findings, identify factors that may have caused the collision, the people who would be effected by the incident and report back their findings. There are various



possible clues and the aim of this session is to identify the potential dangers including listening to music through a MP3 player or talking on mobiles when crossing a road. Children were also informed of the importance of wearing helmets and bike maintenance.

12. In addition, to the Safety Carousel and attending Wise Drive and Bikewise, the Fire Service also undertake education programmes for Key Stage 4 (14-17 year olds), 6th Form, College and University students and as part of the National Citizen Service programme.

First Gear and on Two Wheels (Case Study)

13. In response to problems identified through the Local Multi Agency Partnership with young drivers using a supermarket car park to drive cars in anti-social manner in Newton Aycliffe - the youth centre at Newton Aycliffe was the venue for the multi-agency 'First Gear and On Two Wheels' project.
14. The Council's Road Safety team facilitated a workshop by the Youth Development Team who secured funding from the Home Office to organise the project. The project aimed to educate young people about responsible car ownership and included six one day events that were attended by students from Woodham Academy and Greenfield Community College.
15. Durham Constabulary, Durham and Darlington Fire Service, Prison Officers, Youth Workers and a local driving school also facilitated workshops that included explaining the consequences of anti-social behaviour and aggressive driving, the realities of collisions, their effect and the consequences of a prison sentence. The project adopts a wide ranging approach from shock tactics, to mechanical training and radio controlled car events in order to engage with young people, and to help get across the right messages.
16. Following the workshops, there was a reduction in driving related anti-social behaviour in the area. It is proposed that another course would be ran later in the year and that these type of events were to be driven at the local level, with local Fire Stations working with local partners in order to deliver appropriate schemes.
17. The Committee noted the success of this scheme and suggested that LMAPS shared best practice in order to identify what does work and ensure that the limited resources that are available are targeted accordingly.

Child Pedestrian Training

18. Durham County Council's Child Pedestrian Scheme is based on the Kerbcraft model that was introduced by the University of Strathclyde and piloted in the Drumchapel area of Glasgow in the early 1990s. The

model is based on learning theories and educational evidence and is designed to enhance three pedestrian skills in 5–7-year-old children. The package of three skills to be developed are recognising safe versus dangerous crossing places, crossing safely at parked cars and crossing safely near junctions. The scheme is delivered in the road environment.

19. An evaluation of the National Child Pedestrian Training Pilot Project (Kerbcraft) investigated its impact on children's pedestrian behaviour and found strong statistical evidence of positive impact of training in all three skills.
20. Within County Durham this approach was piloted in the former Easington District area between 2003-06 and a 57% reduction in all child casualties had been realised. The scheme was then rolled out countywide from 2006 and offered to all primary schools within the County. During 2011/12, 4,118 children received child pedestrian training from 175 of the Council's 230 primary schools.
21. The aim of child pedestrian training is to contribute to reducing child casualty statistics within County Durham. The training is aimed at Year 3 children aged 7 and 8 and undertaken in the "real world" and not in classrooms.
22. Training consists of an induction session to introduce children to the principles of road safety and then children watch a short video clip of a real collision between a child and vehicle outside a school.
23. Pupils will then receive three outdoor sessions. The first session provides education on the road environment, the dangers of traffic and how to identify safe and unsafe crossing places. The second session demonstrates why it is unsafe to cross at certain places, explains what a hazard is and what it means to "take a risk" and discusses traffic flow, speed, volume and distance and confirms the procedure for crossing the road. (Stop, Look, Listen and Think – Green Cross Code). The third session confirms the children's understanding of previous sessions and provides children with the opportunity to identify and demonstrate that they understand the rules of crossing the road. This training is an essential element in contributing to safer walking to school.
24. With regard to impact, the North East Regional Road Safety Resource Unit has produced a report on the '*Evaluation of the Effectiveness of Durham County Council's Child Road Safety Training Schemes*'. The evaluation included casualty numbers of child pedestrians aged between 7 and 13 in 2011 to the levels in 2005. The reason for looking specifically at this age group is that these children will have all had the current format of child pedestrian training in the years between 2006 and 2011. The Stats 19 data reports that there has been a 22% reduction in the number of child pedestrians injured in 2005 to 2011, and some of this reduction could be seen to be due to the introduction

of the child pedestrian training in 2006. However, one note of caution when using this figure in particular is that when compared across the North East there was a 34% reduction in child pedestrian casualties over the same period.

Bikeability

25. Bikeability is the national standard for cyclist training and is offered to children from the age of nine to help develop their essential cycling skills. To provide children with the experience to cycle on the road, training sessions are undertaken by approved trainers on quiet roads near the school. Information on the scheme is also provided to parents as their child progresses through each stage of training.

26. Initially outsourced from its launch in 2008, the Bikeability scheme was brought back in house from September 2011 and is now delivered by the County Council's Road Safety Section who provide highly trained instructors and deal with all aspects of booking arrangements with schools. The road safety team also ensures that the Council can secure sufficient funding from the Government to run the scheme each year. There are approximately 3,000 pupils receiving training each year and funding is secured until 2015. A proposed development of the scheme is that the Council is aiming to become an Independent Training Organisation, which could train and qualify other scheme's instructors, helping to secure future funding.



27. Members commented that there was a need to raise publicity of Bikeability and that partners need to be informed that Bikeability has replaced the cycle proficiency scheme.
28. As identified, Bikeability was introduced in 2008 and the report provides information on casualty numbers of child pedal cyclists aged between 9 and 14 in 2011 to the levels in 2007. This timeframe can provide an indication of how effectively Bikeability training received between the ages of 9 and 11 has been retained into later life. The Stats 19 data reports that there has been a 38% reduction in the number of child pedal cyclists injured in 2007 to 2011, which can be seen to be partly due to the Bikeability training that these child pedal cyclists have received and retained. In addition, when compared to the North East as a whole, there was only a 14% reduction in casualties for this age group, showing that County Durham saw greater reductions in child pedal cyclist casualties over the same period than the region.

Junior Road Safety Officers Scheme (JRSO)

29. The JRSO scheme was launched in April 2011 as a pilot scheme in nine primary schools within the County. Since its launch there are now over 40 JRSOs within the County. The scheme encourages primary schools to ideally appoint two pupils from Year 5 and/or 6 to become their Junior Road Safety Officers and to empower children to highlight road safety issues within their school by raising awareness amongst other pupils, teachers and the local community whilst maintaining an important link with the Council's Road Safety Team. Under the scheme, the JRSOs undertake four main activities including creating a notice board, speaking in assemblies, holding competitions and organising campaigns. To date JRSOs have undertaken many campaigns on issues such as school gate parking, seat belts, speeding and School Crossing Patrols. These activities have contributed to embedding a road safety ethos within a school.
30. In addition to support from the Road Safety Team, resources were also available to JRSOs through funding from the Durham Learning Gateway to provide additional resources as equipment, literature and prizes.

Pre-Driver Training – EXCELerate

31. In County Durham there are more young drivers involved in serious crashes than any other age group. There are also more young drivers killed in these crashes than any other age group.
32. EXCELerate was launched following an independent evaluation by Brainbox Research on a youth driver training scheme undertaken by the Council. The findings from the research found that there was evidence that the long-term protective effect on young people's attitudes to speed and risk-taking is directly as a result of the Young Driver Training Scheme.
33. EXCELerate is designed to help make young drivers the safest drivers in County Durham. There are five stages of the EXCELerate scheme and stages 1 and 2 were for pre –driver training offered by the Council and aimed at Years 11/12 (15-17 year olds). Since 2010 to 2012 there have been 6,476 pupils undertaken Excelerate course at stages 1 and 2.
34. Stage 1 prepares pupils to “get clued up”, and highlighted the dangers of drug driving, and Stage 2 included road shows that involved the Fire and Rescue Service, Police, on-line training and a driving simulator that was taken to events. To add to the importance of stage 1, research in the North East had shown that of a survey of 50,000 young people found that less than 1% thought that it was illegal to “drug drive” and that through these schemes, the figure of those aware rose to 46% within 3 years.

35. Stages 3 -5 are for drivers aged between 17- 25 and provide training for the learner driver, then post test on road training and the final stage is for an advanced driver.
36. With regard to young drivers, a separate report on the 'Analysis of Casualties directly injured by or in a vehicle driven by a young driver in the Durham Police Authority Area between 2007 – 2011' reports a 46% reduction in the number of young driver (aged 17-24) casualties during this period to which could be attributed to initiatives delivered with young drivers within County Durham.

In-Car Safety

37. The law requires that children must use the correct car seat for their weight until they reach 135 centimetres tall or their 12th birthday, whichever is first. There are only a few exemptions, for children aged between 0-3 years old, they can travel unrestrained in the rear of a taxi if an appropriate restraint isn't available. For children aged between 3-12 years, the correct child restraint must be used where seatbelts are fitted and the only exemptions are a child must use an adult belt in the rear if in a taxi if the correct child restraint is not available, on a short and occasional trip where the child restraint is not available and if two occupied child restraints prevent use of a third.
38. During 2007 – 2011, 465 collisions included a child as a car occupant. It has been identified that between 2010 to 2011 there was a 50% increase in the number of children aged 0-5 who there were involved in a collision as a car occupant.
39. The Road Safety Team has undertaken an 'In-car' Safety Programme that included publicity campaigns, working in parallel with national schemes such as the "Good Egg Guide" for parents and the website www.protectchildgb.org.uk to help ensure child car seats and restraints were fitted and used properly. In addition the "Good Egg Guide" was distributed and car seat checking clinics were arranged as well as awareness raising sessions in schools.
40. Endorsed by Road Safety GB, the Good Egg Guide has been used by many local authorities and is an excellent tool for parents and carers, designed to ensure that all children are restrained correctly when travelling in a vehicle. The guide offers good sound practical advice about buying, choosing and fitting the right car seat. In addition to advice provided on their website, an 'app' is available to download information on mobile phones.
41. A number of councils have worked in partnership to undertake child car seat clinics. An example of this partnership approach is in Hampshire, where the County Council, Hampshire Fire and Rescue Service, Hampshire Police and external partners have undertaken child seat

safety clinics to encourage parents to check that any car seat they are currently using for their children, fits correctly according to the child's weight and height. In addition, this was also used as an opportunity to advise people to avoid using second-hand child car seats, where the history of the seat is not known and the safety may be in question.

42. In-car clinics to undertake free checks on the fitting of child car seats were held in supermarket car parks within the County and findings from 75 checks reported that 60% of seats were fitted incorrectly and 29 had major faults. An evaluation of car clinics undertaken by the Good Egg guide in England between September to December 2010 reported that from 2,300 seats checked, 48% were fitted incorrectly and 461 had major faults.
43. In addition to these findings, a report by Sainsbury's Bank published in August 2012 suggests that up to half a million drivers have travelled with a child in an incorrectly fitted car seat over the last year. The report also raises concerns on the purchase of second hand car seats and continued use of child seats following an accident.
44. At present, car seat checks are undertaken by an external provider and rely on funding being available. To undertake car seat checks requires a person to be qualified and have completed a thorough training course. The Committee were informed that an 'invest to save option' to improve/ increase the number of clinics held could be for members of staff to undertake the qualification.

School Travel Planning

45. The Council has worked with schools, parents and children in developing school travel plans, walking buses and promoting National Walk to School week in May and International Walk to School month in October. In undertaking this work 96% of schools within County Durham have a School Travel Plan, which identifies that 41.2% of pupils walk to school and 2.5% cycle to school.
46. In addition, capital improvements and invest to save engineering schemes to improve walking routes have been undertaken, which include the provision of street lighting and refuge crossings.
47. As part of this process, audits of sustainable school transport help local authorities to identify remedial actions such as the provision of cycle training, independent travel training, arranging escorts for walking buses, installing cycle routes, traffic calming measures, new road crossings, and consideration of 20mph speed limit zones around schools and on heavily used walking routes. An audit could also address parental concerns about traffic risk, such measures should help reduce child pedestrian casualties and help achieve a shift from car to sustainable modes of travel on the journey to school.

48. The County Council has also recently undertaken a significant amount of work to assess the suitability of walking routes to school and has adopted best practice guidance from the Department for Education publication 'Home to School Travel and Transport Guidance' and Road Safety GB's 'Assessment of Walked Routes to School'.

Areas of Best Practice

49. The Working Group was informed that road safety schemes undertaken were in line with best practice and national models. The following provides information best practice models for road safety education initiatives of child pedestrian training and cycling:

- **THINK!** <http://think.direct.gov.uk>

THINK!, is the Department for Transport's website to provide road safety information for road users and aims to encourage safer behaviour to reduce the number of people killed and injured on our roads every year.

Information is available on campaigns and resources available to road safety professionals, teachers, pupils and parents on delivering road safety education within schools and to young people linked to the national curriculum.

The site contains examples of road safety education including the use of music, the importance of wearing seat belts, the use of short films about the effects of being involved in a road traffic collision, risk assessing walking routes and undertaking an investigation following the scene of an accident to identify what may have caused the incident. The site also provides on-line activities of children and young people.

- **Road Safety Knowledge**
(www.roadsafetyknowledgecentre.org.uk)

The Road Safety Knowledge Centre (Knowledge Centre) has been developed by Road Safety GB with funding provided by the Department for Transport. The Knowledge Centre is a web-based library of road safety related information and expertise, primarily from UK-based road safety organisations.

Play out Project

50. In 2011, Bristol City Council become the first in the country to introduce a new, easier way of arranging temporary road closures, in a bid to encourage more children to play outside their homes.
51. The Council introduced Temporary Play Street Orders, which aims to support residents organising street play sessions. The road closures are for a few hours after school by groups of neighbours and communities, without having to apply each time. Previously, residents

were only allowed to apply for three formal road closures a year for street parties or other community activities. Instead they will be able to do one annual application as long as all neighbours are consulted.

52. The orders are based on a model developed by the Bristol-based Playing Out project, where the street becomes a temporary 'play street', with through traffic diverted. Those who live in the street can still drive to and from their homes, but are guided at walking pace by stewards stationed at each end of the street.