

Motion 901 – Road Safety in Gloucestershire	To include an item on recommendations for GFRS’s approach to road safety, such as in education and responding to incidents on the agenda for the next meeting.	Laura Powick	This has been added to the agenda for 13 January 2023.
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Gloucestershire Fire and Rescue Service (GFRS) is committed to reducing the number of people injured on our roads through a focused education programme across all ages, aligned to the Gloucestershire Road Safety Policy (agreed in Cabinet 23/11/22) and the Safe System Approach endorsed by the National Fire Chiefs Council (NFCC). The education programmes apply COM-B behaviour change methodology to reduce fatalities, serious injuries and the severity of collisions, and increase confidence in walking to school.

Children

Our road safety education for children aged 7 to 14 is delivered through the SkillZONE life skills centre. 4032 children have undertaken road safety education in 2022 for which 100 teachers have completed the GCC Engagement HQ pre and post session evaluation and 100% of them think their students will make safer choices after the education session.

Young Drivers

GFRS has a set of workshops aimed at young and inexperienced drivers delivered by staff in three main programmes: **What If? Wrecked, and Passenger**. What If? Is a collaborative project which is now under GFRS leadership; the education session is extensively supported by Gloucestershire Police and South West Ambulance, with speakers from all three emergency services at every event. These programmes are designed for the adolescent age group (age 17 to 18), we apply the COM-B model to encourage thoughtful driving behaviour. The Wrecked and Passenger sessions were much reduced during the pandemic but have continued to be delivered to groups of young drivers by on-call firefighters. These workshops are being re-launched by the newly appointed Fire Service Road Safety Coordinator and will be evaluated for their effectiveness, during 2023. The evaluation of these programmes is a priority for the Service following the launch of intervention evaluation tools by NFCC. The most recent evaluation indicates intended behaviour change which would reduce speeding and collisions.

Older Drivers

The work of the Older Drivers Forum for Gloucestershire contributes to reducing injuries and collisions involving older drivers. Their work has been well-supported by the OPCC and is integral to the planned road safety which will be delivered or supported by GFRS. It has been agreed that GFRS will subsidise workshops for older drivers as this contributes to maintaining independence and reduces social isolation. GFRS are working with the Older Drivers Forum to plan engagement with grandparents at SkillZONE as they are often responsible for school runs. This has forged a much stronger link with the group to ensure that we embed Safe Systems across all age groups, whether for drivers or non-drivers.

Response

The Safe System Approach also recognises that improved outcomes for people involved in road traffic collisions can be achieved by good emergency response and post incident care. GFRS has engaged in training with partners to understand the dynamics of casualty extrication from modern vehicles and has taken part in exercises to ensure seamless communication and leadership at road traffic collisions. All operational staff undertake RTC training with our Cheltenham crew having advanced skills in Heavy and Large vehicle incidents, due to the location of the Specialist Incident Support Unit housed at Cheltenham East Station.

Road Safety Education Programmes Delivered or Subsidised by GFRS

Group	Education/Project	Provider	Objectives	Evaluation/Measure
Pedestrians	<p>Road safety scenario</p> <p>Universal offer: Pedestrian crossing, rail crossing, crossing by bus stop and shops. Awareness of 30 mph speed limits</p>	GFRS SkillZONE	Knowing safer places to cross the road, making a safe choice to use a controlled crossing. Knowing to check first in case drivers are distracted. Avoiding distraction, not using phones whilst crossing, being seen in the dark.	Pre and post session evaluation quiz. Teacher assessment on Engagement HQ. Circa 6000 children per year
	<p>New Journey</p> <p>Specially designed to support independent travel to school and college for young people with a sensory impairment or disability.</p>	GFRS SkillZONE GCC Travel Enablement Team	Confident and safe use of the transport and road network	As above
Cyclists	GCC Staff delivery Bikeability	GCC	GCC	GCC
Powered 2 wheelers (P2W)	<p>Biker Down</p> <p>Free 3 hour workshop: accident scene management, first aid for motorcyclists, being a "Thinking Biker"</p> <p>Run by volunteers with financial support from GFRS including venue, resources and volunteer training costs.</p>	NFCC Programme, designed by Kent Fire & Rescue and delivered at SkillZONE	Reduce serious injury and fatalities in vulnerable road user group. Know how to carry out trauma first aid. Being a "thinking biker" which is a global theme for avoiding high risk manoeuvres and collisions.	Feedback from Biker Down
Young and Inexperienced Drivers	<p>What If?</p> <p>Half day multi-agency event with stories from people with lived experience of RTC.</p> <p>Police, Fire and SWAST collaboration</p>	GFRS led, collaborative, with extensive support from SWAST, OPCC and GlosPol	Change behaviour to reduce speeds, reduce drink/drug driving, and empower passenger responsibility for keeping behaviour calm in the vehicle.	Evaluation is largely positive for expected behaviour change but will be evaluated against NFCC evaluation protocols in 2023. 6781 students during 2022. 46 shows.
	<p>Wrecked and Passenger</p> <p>2 hour workshop about good decision-making as a driver and passenger. Speed awareness, drink/drug driving consequences. Safer choices and decision points.</p> <p>Pathfinder Under 17 Drivers Project</p> <p>Behaviour change one week driving course.</p>	<p>Schools, colleges, academies.</p> <p>GFRS instructors & SkillZONE staff</p> <p>Delivered by Pathfinder with GFRS funding £6000 to subsidise 20+ subsidised on each course for Gloucestershire adolescents.</p>	<p>Change behaviour to reduce speeds, reduce drink/drug driving, passenger responsibility for keeping behaviour calm in the vehicle.</p> <p>Improve new driver behaviour and skills. Proven to reduce severity and likelihood of collisions. Links attached.</p>	<p>Feedback from organisers and students, young people state intention to act differently to reduce speed. Will be formally evaluated in 2023</p> <p>Research based. See website for evaluation.</p>