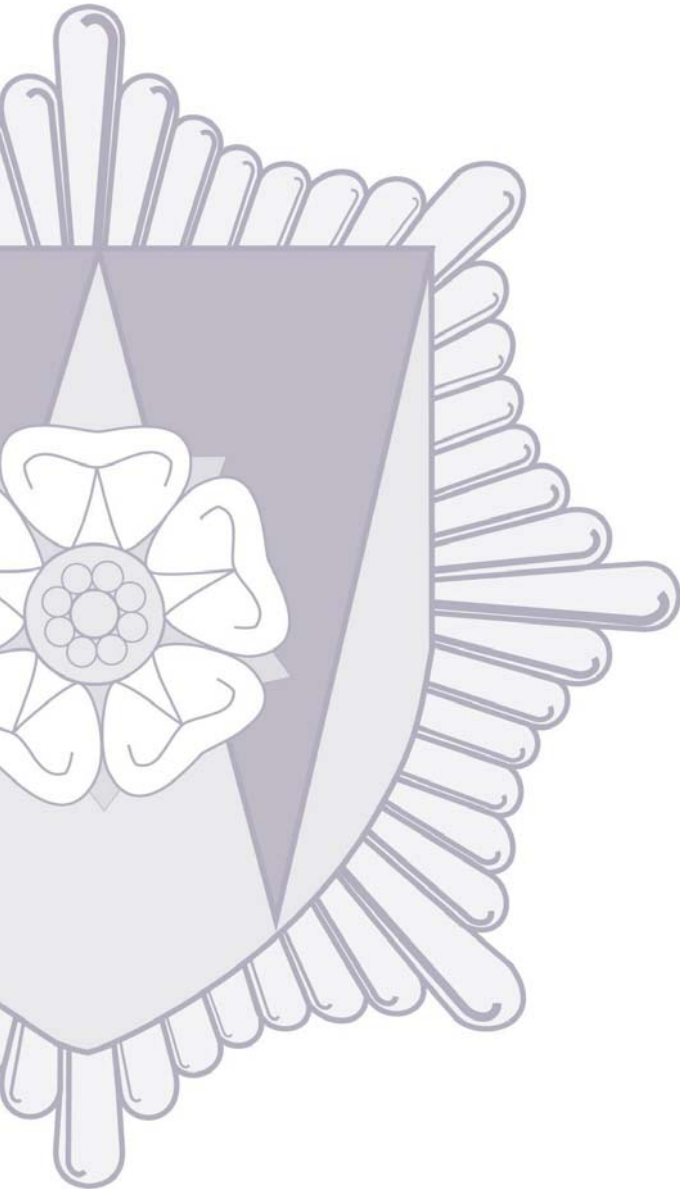


West Yorkshire Fire & Rescue Service

Appendix 1

Road Safety Reduction Strategy



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PREVENTING PROTECTING RESPONDING

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1 Introduction

- 1.1 In 2000, the Government published “Tomorrow’s Roads: Safer for Everyone”, the strategy for improving road safety during the period 2000 to 2010 and includes the Public Service Agreement (PSA) targets for risk reduction on the roads based on 1994 to 1998 average baseline. The targets are;
- A 40% reduction in the number of people killed or seriously injured in road accidents. (In 2006, 32,100 people were killed or seriously injured, 32% below the baseline.)
 - A 50% reduction in the number of children killed or seriously injured. (In 2006, 3422 children were killed or seriously injured, 49% below the baseline.)
 - A 10% reduction in the casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres. (Reported rate in 2006 was 13% below the baseline.)
- 1.2 Locally much work has already been done by partners to achieve the target reductions, with a significant reduction in the number of recorded incidents being apparent. However, much more still needs to be done.
- 1.3 In West Yorkshire, during 2006, 113 people were killed and 1127 seriously injured in collisions and accidents on the roads. The number of Road Traffic Collisions (RTC’s) attended by the service are increasing, in 2003, 1071 incidents were attended; by 2006 this had risen to 1109. Whilst the increase is marginal it shows a trend-line which is going in the wrong direction.
- 1.4 The main area of concern for the FRS is the number of Road Traffic Collisions that it attends, and the focus of the strategy will be to find ways of reducing the number of attendances to this type of incident, however if partnership working is to be successful a second and equally important element to the work will be in making a serious contribution to the reduction of all those that are killed and seriously injured on the roads.

2 The Strategy

- 2.1 This will be achieved by targeting identified groups to reduce risk by utilising and enhancing existing guidelines, policies and principles which have been well established on a local, regional and national basis. Work will also be undertaken to develop improvements to those strategies and explore new areas.
- 2.2 The strategy will bring together internal and external stakeholders to deliver the strands that are highlighted in the National Framework 2006/08. They will be based around the principles of the 6 E's
- Education
 - Engagement
 - Emergency Response
 - Engineered solutions
 - Enforcing poor driving behaviour
 - Evaluation
- 2.3 To contribute to the target reduction several areas will be developed which will follow the guidance issued by the **CFOA 'Best Practice' guide** and will include:
- 2.4 **Inter-agency Working and Partnerships** – Developing existing and create new relationships at local, regional and national level, to ensure the resources of the FRS are being best used.
- 2.5 Established and successful strategies exist already, adding value to these will enable action planning to be much more effective. At a local level this will be achieved by involvement with The Safer Roads Partnership (West Yorkshire Road Safety Strategy Group) which has been in operation for eight years to deal with road safety matters in West Yorkshire and to bring together professional bodies that have an interest in road safety and in wider transport and health issues. Road safety is a cross-cutting service that has direct targets to prevent and reduce road injuries and also contributes to many of the objectives within the Local Transport Plan, for example to increase walking and cycling, as well as contributing to wider social issues around the vitality of local communities.
- 2.6 The Safer Roads Partnership has representatives from the five WY District Authorities, West Yorkshire Police, NHS Primary Care Trusts, Highways Agency, The Yorkshire Ambulance Service and the WY Casualty Reduction Partnership (WYCRP) – that operates safety cameras in West Yorkshire.
- 2.7 Whilst the District Councils and the professional agencies can influence road safety and bring about reductions in road injuries a great deal of road safety is dependent on the responsibility taken by individual road users, community groups and business concerns. The West Yorkshire Safer Roads Partnership works with these various interests to involve them in road safety matters, to promote safety and to bring health and community benefits. This work has been expanded through the involvement of authorities in Local Area Agreements, which has brought together other public service agencies, community groups and voluntary sector agencies.
- 2.8 District Officers working with district road safety teams and community safety will be able to contribute to this work and develop local plans to ensure that maximum

effectiveness can be achieved. Local targets will be developed to measure this. Several areas of good practice are already being used on Districts and this will be reviewed and shared with others.

- 2.9 A regional road safety group currently exists as part of the Common Services element of the 'Regional Management Board'. The objectives of the group are currently under review and it is likely that a multi agency working group will extend its current remit.
- 2.10 National policy on road safety for the FRS is led by the 'CFOA Road Safety Group'. The aim of the group is to assist FRS's to engage in multi-agency approaches to reducing death and injury. This is being achieved by several work streams designed to focus the role of the Service and to share best practice.
- 2.11 **Prevention** – Raising awareness of the role of the FRS in road safety issues through education and training. The FRS has an excellent 'brand' image and long experience in training and education. A recent report from the Audit Commission 'Changing Lanes, highlighted the effectiveness of the service in working with hard to reach and children and young people. This will be a key area where the FRS will be able to contribute effectively.
- 2.12 This will be achieved by accessing high-risk groups within the community, these groups and individuals are often the focus of existing community safety activities, by including road safety awareness it is only an extension of the existing role.
- 2.13 Many FRS's have developed training materials and packages designed to influence the behaviour of road users. The material will be reviewed by experts prior to its use to make sure of its effectiveness. Training of staff will also be required to ensure correct delivery.
- 2.14 Existing activities carried out by the Service will also be reviewed to see where road safety elements will fit. The year 5 schools talk and 'Danger Ranger Events are examples of this.
- 2.15 The development of the 'Fireplace' project will offer an excellent opportunity to explore various methods of delivery and partnership opportunities.
- 2.16 **Protection** – Contributing to the creation of a safer environment on the road and in vehicles. Developing post incident data sharing and intelligence with partners is essential to ensure that effective targeting can be evaluated and maintained.
- 2.17 The FRS will work closely with the Police, Highways Agency, DVLA, Road Safety Officers, and the Local Authority in sharing data. This will be used to target resources and to raise the awareness and consequences of poor driving. By working in partnership the Service will also be able to participate in the WY Casualty Reduction Partnership who operates safety cameras in West Yorkshire.
- 2.18 **Intervention** – Whilst the key element of the strategy is to reduce the number of killed and seriously injured on the roads, it is recognised that the main role and public expectation of the FRS will be to intervene when things go wrong.
- 2.19 Partner expectations on the service will be to develop and maintain the best technical competence in dealing with incidents and rapid and effective service delivery. This can be achieved through the concept of 'the casualty centred response', the integration of the International Centre for Emergency Techniques 'SAVER'

(Systematic Approach to Victim Entrapment Rescue) training currently being developed along with the Integrated Emergency Care package. Annual conferences and challenges also ensure that the most current methods are being adopted and that partners have an understanding of these techniques. The IRMP review process will ensure that the most effective and timely response will be made available.

2.20 **Marketing** – Contributing to a consistent road safety message to the target audiences. The FRS is trusted within our communities, and has a strong track record delivering sound safety messages and working with the media; Working with the Communication Manager a strategy will be designed that will enhance the existing partnership media strategy. A steering group has been established to assist in this process.

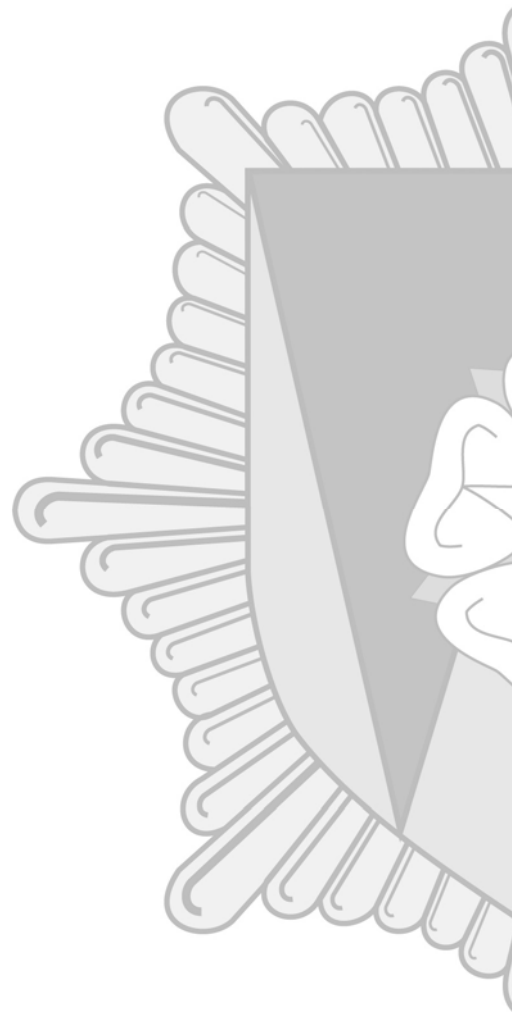
2.21 **Key action points (appendix 2)** have been developed which highlight the activities which will need to take place to make the strategy effective.

Appendix 2: Key Action Points

Key Actions	Outcomes	Who will be responsible	Target Date
1	West Yorkshire Fire & Rescue Authority to approve the Road Safety Strategy and action plan.	AM Community Safety	July 2007
2	Seek wider consultation with partners. Use integrated data sharing to ensure target audiences are identified effectively. Agree with West Yorkshire Road Safety Casualty Reduction Partnership, the direction of the strategy, including targets and target groups.	AM Community Safety	September 2007
3	The Area Manager Community Safety to sit on the Regional Road Safety Strategy Group to influence the future direction of the regional and national strategy.	AM Community Safety	Ongoing
4	Employ a road safety liaison officer to co-ordinate FRS activity and assist in the development of safety strategies for 'FIREPLACE'.	SM Community Safety	July 2007
5	Include the strategy in the Integrated Risk Management Plan , develop achievable and challenging targets which reflect the vision of all partners, linked to BVPI's. Continue to evaluate the most appropriate speed and weight of response to RTC's within each community of West Yorkshire, via IRMP.	AM Community Safety/ AM Ops Policy	April 2008

Key Actions	Outcomes	Who will be responsible	Target Date
6	Ensure that all operational personnel receive appropriate and comprehensive training in current RTC procedures, including casualty care.	AM Training and Development Group Manager - Training Centre	Annually via the Training Development Review Group
7	Establish a working group to develop the Road Safety delivery across the service. To include external evaluation of existing training material to Establish a "tool box" of RTC education, publicity, awareness initiatives, this can be used by the service.	SM Community Safety/ Community Education Team	July 2007
8	Ensure that district action plans incorporate a road safety-casualty reduction target and that appropriate time is allocated to identifying target areas and delivering to the local community.	District Officers Station Managers	April 2008
9	Develop a communications strategy to effectively communicate both the issues involved and the developing role West Yorkshire Fire & Rescue Service have to play, in helping to reduce road injuries in line with Government targets. In consultation with partners and the Communications Manager, create appropriate media campaigns.	Communications Manager/ AM Community Safety	April 2008

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