

EAST AYRSHIRE COUNCIL

COMMUNITY SAFETY FORUM – 14 DECEMBER 2006

ROAD SAFETY PROGRAMME

Report by Acting Executive Director of Development and Property Services

1. PURPOSE OF REPORT

- 1.1** The purpose of this report is to inform the Forum of road safety education initiatives currently being carried out by the Department of Development and Property Services

2. PRESCHOOL

- 2.1** Guidelines have been drafted by the Pre-5 Working Group. These provide a set of common objectives that will ensure that nurseries and playgroups implement a consistent programme of road safety education.
- 2.2** Promotion of the Children's Traffic Club in Scotland has resulted in a significant increase in the number of parents enrolling their children in the Club. Pre-5 establishments have agreed to continue promoting membership of the club during child induction.
- 2.3** New characters have been produced for road safety presentations and these will feature in a new resource currently under production.

3. PRIMARY SCHOOLS

- 3.1** Road safety presentations and activities are currently being developed for each primary school stage.
- 3.2** A road safety presentation, including information relating to the school journey, has been developed for parent induction courses.
- 3.3** Training and support continues to be offered to all schools looking to develop road safety educational programmes.

4. CYCLE TRAINING

- 4.1** 39 schools participated in this year's cycle training scheme, an increase of 13 schools compared to 2005. (Final figures for the autumn programme have still to be collated but the number of pupils successfully completing training during the summer scheme rose by 30% to 410.)

5. SCHOOL TRAVEL CO-ORDINATOR

- 5.1** The School Travel Co-ordinator is currently assisting 14 schools to develop School Travel Plans.
- 5.2** A survey to identify travel patterns associated with schools in East Ayrshire shows that a significant change in behaviour is required to reduce the number of journeys made by car.
- 5.3** Involvement with 'Walk To School Week' and 'In town Without My Car' in 2007 is currently being considered.

6. THEATRE GROUPS

Arrangements have been made for six primary schools to receive performances of the road safety play, 'The Journey', in February 2007.

7. KERBCRAFT

- 7.1** Kerbcraft continues to be provided in six primary schools in East Ayrshire. Promotion of the scheme has seen a significant increase in the number of volunteers in a number of schools. It should be noted that the future promotion and development of this scheme is dependant on securing funding beyond March 2007.

8. SECONDARY SCHOOLS

- 8.1** 5 secondary schools from East Ayrshire will attend the Reckless Driving Wrecks Lives presentations hosted by South Ayrshire at the Odeon Cinema, Ayr in March 2007. This hard-hitting presentation highlights the risks faced by young drivers and passengers in a thought provoking way.

9. PUBLICITY

- 9.1** East Ayrshire continues to support national campaigns promoted by Road Safety Scotland and Department for Transport as well as those promoted by The West of Scotland Road Safety Forum.

10. COMMUNITY REGENERATION FUND

- 10.1** The Road Safety Training Officer, funded under the Community Regeneration Fund will continue to:
- Offer support to all schools and nurseries within the CRF areas.
 - Develop Traffic Trails for primary schools and nurseries
 - Support the establishment of the Junior Road Safety Officers scheme

- Offer advise and support relating to school travel; issues.

It should also be noted that funding for this post ends in March 2007.

11. ROAD ACCIDENT STATISTICS

- 11.1** Accident statistics show a continuing downwards trend within East Ayrshire. Engineering, Enforcement and Education programmes have contributed in achieving Government targets for casualty reduction.
- 11.2** Vulnerable groups such as young drivers, child pedestrians and cyclists continue to be identified and programmes are being developed to address this issue.

12 RECOMMENDATIONS

- 12.1** The Forum is invited to note the terms of this report.

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Acting Director of Development and Property Services

30 November 2006

For further information please contact Keith Orton - 01563 555714