

EAST AYRSHIRE COUNCIL

COMMUNITY SAFETY FORUM - 5 MARCH 2003

ROAD SAFETY EDUCATION PROGRAMME

Report By Director of Development 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 Services.

2. ROAD SAFETY EDUCATION TRAINING AND PUBLICITY

- 2.1 In addition to the normal programme of talks, provision of resources and project work in schools, the following activities have been carried out recently or are planned to take place in the near future:

- traffic trails
- performances of a play for P6 pupils in 5 schools
- talks for S6 pupils on driving. These will be part of a programme of talks involving the Driving Standards Agency and Strathclyde Police
- participation in Health Fairs for primary and secondary schools
- performances of plays for S1 and S6 pupils in three secondary schools
- cycle training for P6 pupils
- support for national publicity campaigns
- publicity on Twenty's Plenty zones

3. SAFER ROUTES TO SCHOOL

- 3.1 It is intended to prepare school travel plans for the 11 original schools in this programme. Travel surveys have been carried out in these schools and improved signing and road marking has been put in place along with various traffic safety measures.
- 3.2 Travel surveys are currently being conducted in a further 14 schools and an audit of road signing, marking and barrier rails has been carried out for each school.

4. BETTER NEIGHBOURHOOD SERVICES FUND

- 4.1 The main duties of the Project Officer are to provide an enhanced programme of road safety education in primary schools and pre-five establishments; establish a programme of child pedestrian training in primary schools; and promote road safety in the community.
- 4.2 Apart from normal work in schools, recent and planned activities include:
- a competition for schools to design a road safety mascot. A selection of entries will be on display at the Dick Institute in March
 - the gaining of sponsorship from a number of local companies
 - a publicity campaign on speeding identified in consultation with the community
 - a Walk to School Week. The last such campaign used Dunno the Clown to greet the children as they arrived at the school.

- a cycle run for local schools to mark the opening of the cycleway to Irvine
- child pedestrian training for P1 pupils with the participation of volunteer trainers
- a play for the 55-plus age group.

5. CHILD PEDESTRIAN TRAINING

- 5.1** A Co-ordinator has now been appointed to establish child pedestrian training schemes in various primary schools.

6. RECOMMENDATIONS

- 6.1** The Forum is invited to note the contents of this report.

Stephen Chorley
Director of Development Services

18 February 2003

For further information please contact Gerald Cummins on 01563 555565