

Road Safety Education, Training & Publicity review of activities 2006/7 by the Road Safety Officer

Introduction

This report sets out a review of the activities undertaken during the 2006/07 financial year by the Road Safety Service. It details various issues, including the annual budget provision and how this was disbursed, the performance against targets and which groups of customers benefited from the Service.

Road Safety Service budget

The total road safety budget for 2006/07 was £166,100, of which £101,000 was specifically set-aside for expenditure on education, training and publicity, most of the remainder going to fund staff salaries, establishment costs and purchase of materials.

The budget included a £62,000 award from the Borough Spending Plan bid from Transport for London for Year 6 cycle training (£25,000) and Education, Training and Publicity (£37,000).

Sample unit costs (excluding costs of Road Safety Officers management and on site training time)

Unit cost for each child trained under the year 6 cycle training programme = £80

Unit cost for each road safety visit for nursery & reception classes = £65

Unit cost for each road safety theatre show = £350

Unit cost for each child attending the road safety scenario at the Junior Citizen's Project = £3.00

Details of our targets and how we performed

We have a number of targets that are set nationally, corporately and locally. These are shown in our Service Delivery Plan, which we revise regularly according to changing circumstances and priorities.

The following details show the main targets from the Service Delivery Plan and what we achieved.

1. We aim to achieve the national road safety targets by 2010, which are to reduce all deaths and serious injuries by 50% and all slight injuries by 25%. *In 2006/07 we had already achieved the targets.*
2. We aim to provide a planned and integrated road safety programme for all sections of the community of the Borough of Wandsworth. In doing this we try to meet, or better, the annual programme of activities, as shown below. *Figures in brackets show our actual performance.*

- Meet **95 %** of reasonable requests for road safety training and resources (95%).
 - Provide **3** free mailings of publicity and information resources to Libraries, Day Nurseries, Schools, Leisure Centres annually (3)
 - Support **2** poster campaigns annually (2)
 - Provide **20** primary school theatre company shows annually (34 schools). *We were able to increase the school visits in line with demand, due to the availability of the theatre company.*
 - Provide **12** cycle awareness sessions annually (12)
 - Provide **12** cycle proficiency training courses (on road) annually (20). *We were able to exceed these targets due to demand from the user and the availability of instructors.*
 - Provide **12** advanced cycle training courses annually (3). *We were unable to achieve this target fully because there was insufficient demand.*
 - Provide **12** adult cycle training courses annually (12)
 - Provide RS activity at Junior Citizen events (1000 children) twice a year (twice)
 - A recently produced quarterly magazine entitled 'First Car' has been made available to colleges, 6th forms and young peoples' advice centres, mainly for the benefit of young drivers and riders.
 - Undertake random monitoring of the quality of response to telephone calls from customers and other personnel (achieved).
 - Monitor, on a random basis, the 'turn round' time for payment of invoices against the corporate target of 30 days from receipt of invoice (92% compared with 90% target).
3. We work to resolve local concerns about, and raise public awareness of, road safety issues and our programmes by responding to feedback from surveys, our web site and by publicising the Road Safety Service at poster and information board sites. *We carried out a considerable number of surveys in 2006/07 and gained valuable information from feedback about what the community liked and disliked. We displayed information at 74 official Council poster sites in the Borough, varying from the ongoing support of the Drink/Drive campaign to a 'Be Safe, Be Seen' campaign. In addition, we exhibited posters at libraries and leisure centres in the borough.*
4. We aim to make continual improvements to the Road Safety Service and have continued to use our 'planned improvements log', which shows the projects we are pursuing, how much they cost (if applicable) against estimates and when they were completed. *These projects included: cycle training in line with National Standards.*
5. We aim to provide a quality and value for money service that is in touch with its users. We have achieved this by

- monitoring existing Performance Indicators (PI's) and ensuring a continuing improvement in level of service provided
 - considering new or revised internal PI's appropriate to our sphere of work. *We have introduced a procedure, in partnership with the Head of Finance to monitor the corporate target for the 'turn round time' for payment of invoices. This ensures that a greater number of Road Safety Service invoices are monitored as part of the departmental scrutiny exercise. The target requires that the Council pays 92% of invoices within 30 days of receipt, unless the amount is disputed. This target was achieved in 2006/07.*
 - carrying out regular consultation with users to ensure we are meeting their needs. *We undertook 9 different types of survey in 2006/07*
 - budget management through continual monitoring of all payments relating to the RSETP budget, bringing forward any areas of concern to the Section Manager and producing monthly financial reports for the Head of Finance. *We achieved full spend of the budget.*
 - continually reviewing the procedures of the Section to improve efficiency and seek financial savings. *No new procedures were introduced, nor any amendments made to existing ones during 2006/07.*
6. We aim to keep up to date with information technology products and issues to improve performance, efficiency and service delivery. In this respect we
- have developed ideas for inclusion on the Council's Internet home page. *These include making course registration forms available on-line, course availability dates and links to other relevant road safety websites.*
 - have ensured regular upgrading of existing software products as appropriate.
 - are investigating the most beneficial means by which the Department's Graphical Information System (GIS) can be adapted for use by the Road Safety Service, *e.g. accident analysis, address search facility and map production.*
7. We aim to improve communication through regular meetings and distribution of relevant documentation. We
- held regular management meetings to discuss strategy, progress and problems. *An agenda is provided for each meeting but formal minutes are not taken.*
 - met with external providers and internal support staff to discuss progress and problems and disseminate relevant information. *These meetings are not always recorded formally in minutes but all items discussed are fully communicated to relevant staff.*
 - attended meetings (both internal and external) as appropriate

and with other Departmental groups to share ideas and provide road safety advice and expertise. *Again, issues discussed are not always recorded formally but the outcomes of the discussions are often evident in new initiatives. An example of this was that following a feedback meeting on the Junior Citizens' scheme with members of the Community Safety Division, it was confirmed that the educational value of the road safety scenario carried out during the project had improved greatly and was of high quality. We will await reaction to the Junior Citizens' Scheme in the feedback from participants and their representatives next year.*

8. We aim to investigate new opportunities for additional funding by researching the market, reading trade and technical literature to identify new opportunities and liaising with other Road Safety Officers and service providers. *In 2006/07 we identified the demand for cycle maintenance training for the benefit of course attendants and we are currently planning to make a bid to TfL for funding. Also we identified the need for our instructors/speakers to be more aware of the needs of people with disabilities, and have since arranged a course for achieving this objective.*

We are always looking to encourage and improve feedback from our road safety service via the website. The website facilities for linking to the road safety plan, reporting a road defect and requesting a traffic or road improvement were well utilised. In addition, the number of 'hits' on our website was encouraging and we hope to increase the number by amending the content regularly to make it more user friendly and informative.

Contents and suggestions from our questionnaires, following road safety shows and activities have been good and suggestions to improve the service have been considered.

During the year we've received a number of good responses for the services we provided to schools, colleges and individuals.

Performance dips / provisions to address them.

New procedures are in place to address any performance related issues as well as how we inform customers of actions taken to deal with the identified issues. For example, to ensure that late cancellation of shows/training sessions are minimised, instructors and schools are to bear part of any financial losses resulting from un-approved/late cancellations.

General areas of ETP activity in 2006/07 comprised: -

Education

- Children's Centres** - General literature/posters aimed at parents/guardians/carers delivered by post on a regular basis.

- Schools**
- Road safety talks for nursery and reception classes.
Road safety shows for 6-8 year olds, 9 – 11 year olds and in secondary school.
Junior Citizens' Project – scenarios for 10 year olds.
Literature, posters, project packs supplied.

Training

- School children**
- Level 1 basic cycle training sessions.
Level 2 cycle training courses mainly for Y6 pupils.
Route planning and practice.
Preparation for pedestrian training for 6-8 year olds for 08/09.

- Adults**
- Beginners cycle training.
Refresher/confidence cycle training.
Route planning and practice.

N.B We now offer Saturday afternoon cycle training sessions for adults, (subject to instructor availability), following feedback received via our questionnaires.

Publicity

- All road users**
- Supply posters for borough notice board.
Publicity – 4 times (3 weeks duration each time) per year.
Posters to libraries, leisure centres, schools, cycle shops.
Council Concourse area displays at various times of the year in support of local and national campaigns.
Press releases and articles during the year.
In support of Police Campaigns, ie *The National BikeSafe Motorcycle Show 2008 etc.*

- Advice & literature**
- Information and literature given/sent out to community, as appropriate, particularly in relation to child safety seats, motorcycle training, pedestrian safety etc.

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2007