

WANDSWORTH COUNCIL

TECHNICAL SERVICES DEPARTMENT

ENGINEERING AND DESIGN SERVICES

Road Safety Education, Training and Publicity

Quality of Service Review 2006/07

Introduction

This report reviews the activities of the Road Safety Education, Training and Publicity Service in terms of quality issues. The report aims to identify information that could be used to improve the services offered to schools and the general public. This is an annual report.

Areas that have been examined in this report include:

- a) the results of questionnaire surveys carried out, together with what we have done in response to these;
- b) statistics for telephone quality monitoring;
- c) statistics for telephone response times;
- d) statistics for letter response times using our Idocs correspondence management system;
- e) details of complaints, compliments and suggestions and what we have done in response to these;
- f) the number of 'hits' on our website and what we can do to increase this number; and
- g) statistics for invoice payment 'turn round' times.

The questionnaires

The questionnaires covered the following activities:

- A. Child cycling training and awareness sessions
- B. Adult cycling training
- C. Road safety shows and talks

A. Child cycling training and awareness sessions

1. Cycle training courses for year 6 pupils (New Level 2)

40 courses were organised during the period, and 251 pupils completed these courses. The school representatives of these pupils were issued with 40 questionnaires, of which 31 were sent back, representing a 78% return.

2. Basic cycle training courses for children (New Level 2)

8 courses were organised during the period, and 38 pupils attended these courses. 30 parents of these pupils were issued with questionnaires, of which 16 were sent back, representing a 53% return.

3. Cycle awareness sessions (New Level 1)

12 sessions were carried out in 7 schools during the period, attended by 141 pupils in total. 7 questionnaires were issued, of which 4 were sent back, representing a 57% return.

B. Adult cycling training courses

52 adults attended training sessions during this period. Each participant was issued with a questionnaire, of which 33 were sent back, representing a 63% return.

C. Road safety shows and talks

1. Tiny Giants Theatre Shows for primary schools (9 – 11 year olds)

20 shows were organised during the period, attended by varying numbers of pupils according to the size and type of school. The schools were issued with 20 questionnaires, of which 12 were sent back, representing a 60% return.

2. Louis Taylor Road Safety Show (6 – 8 year olds)

20 shows were organised during the period, attended by varying numbers of pupils according to the size and type of school. The schools were issued with 20 questionnaires, of which 14 were sent back, representing a 70% return.

3. Nursery & reception road safety talks

66 talks were organised during the period, attended by varying numbers of pupils according to the size and type of school. The schools were issued with 66 questionnaires, of which 26 were sent back, representing a 39% return.

A. Child cycling training and awareness sessions									
Cycle training courses for year 6 pupils									
Survey analysis									
2006/07									
1 How did you find out about this cycle training course?									
Option	Magazine advert	Poster	Leaflet	Web site	Word of mouth	School	Other		
No.	0	0	2	3	0	10	9		
2 How long did you have to wait before the training was available to you?									
Option	Days	Weeks	Months						
No.	0	4	6						
	Booked date required in advance	12							
3 Were you satisfied with the time you had to wait?									
Option	Yes	No	Not sure						
No.	22	0	0						
4 Did you receive all the details you needed about the course before it began?									
Option	Yes	No	Not sure						
No.	24	0	0						
5 If your answer was "no", what other information did you need?									
6 Overall, how did you find contacting us and booking the course?									
Option	Easy	OK	Difficult	Not sure	Comments				
No.	16	7	0	0	Contacted people were very helpful. There was a little confusion as initial contact had left the scheme. The organisers are always extremely accommodating.				
7 What did you think of the materials the children were given during the course?									
Option	Good	OK	Poor	Not sure					
No.	17	3	0	2					
8 What did you think about the instructors?									
Option	Helpful	Clear	Friendly	Just right	Unhelpful	Not clear	Unfriendly	Any other comments about the instructors?	
No.	21	20	19	7	1	1		Children thought he was just right but a couple commented that he could have been firmer. They don't even let the rain stop them! Excellent - went out of their way to ensure everything was a success. Very obliging (eg. one pupil with very small bike - treated very nicely etc). Children enjoyed working with them. They interact well with children. Fair and firm. Both instructors have worked brilliantly with the children - it has been a pleasure to have them in our school. Very flexible which means a lot in a busy school so close to Christmas!	
9 Was the course content?									
Option	Good	About right	Poor						
No.	18	5	0						
10 Overall, what did you think of the course?									
Option	Excellent	Good	OK	Poor	Very poor				
No.	14	9	0	0	1				
11 The courses we offer are free. Do you have any views about this?									
Excellent standard of teaching from the instructors, and the fact it is free enables children from all walks of life to have a go.									
Excellent - this is such a good opportunity for our children..... and we are really grateful that it is free otherwise I think there would be fewer doing the course If they had to pay!									

I don't think as many children would attend if it wasn't free.									
Please let them remain free otherwise the pupil take up might become difficult in our school.									
Wonderful opportunity to support children who would find it difficult to undertake course were it not free.									
I think it is a fantastic service.									
Very important since the take up was from a cross section of families, some who wouldn't be able to pay.									
The courses are very useful and many children who took them are now cycling to school. The fact that they are free means they are open to everyone but I'm sure a small fee would be acceptable if this was necessary for them to continue in the future. We would be very interested in having the courses next year. Many thanks.									
Absolutely fantastic that these services are free.									
I hope it continues to be so.									
Any other comments?									
Very successful. Please consider us for next year at the same time. Thanks.									
Thank you - the children really loved it!									
The extra road experience sessions seemed to give the children extra confidence.									
Thank you very much for organising it.									
I found the man I booked with a little abrupt on the phone, and he seemed to think that a school should revolve around cycling proficiency - we have many other things to organise and cannot be as organised as him!									
Wandsworth Council are very safety conscious. Thank you.									
This course was very popular amongst Y6. However many secondary schools do not encourage cycling to school - which is a pity. Would like posters - encouraging cycling/safety.									
Basic cycle training courses for children									
Survey analysis									
Financial year 2006/07									
1 How did you find out about this cycle training course?									
Option	Magazine advert	Poster	Leaflet	Web site	Word of mouth	School	Other		
No.					4	7	5	8	
2 How long did you have to wait before the training was available to you?									
Option	Days	Weeks	Months						
No.	2	5		3					
3 Were you satisfied with the time you had to wait?									
Option	Yes	No	Not sure						
No.		11	0	0					
4 Did you receive all the details you needed about the course before it began?									
Option	Yes	No	Not sure						
No.		11	0	0					
5 If your answer was "no", what other information did you need?									
6 Overall, how did you find contacting us and booking the course?									
Option	Easy	OK	Difficult	Not sure	Comments				
No.		6	5	0	0 My daughter learnt all about road safety whilst having fun. I would recommend it to anyone.				
7 What did you think of the materials the children were given during the course?									
Option	Good	OK	Poor	Not sure					
No.		9	2	0	0				
8 What did you think about the instructors?									

Option	Helpful	Clear	Friendly	Just right	Unhelpful	Not clear	Unfriendly	Any other comments about the instructors?
No.		11	9	11	6	0	0	Excellent. Our instructor was brilliant with all the children in our group
9 What did you think of the course content?								
Option	Good	About right	Poor					
No.		8	2	0				
10 Was the training venue?								
Option	Convenient	Clean	Suitable	Inconvenient	Dirty	Unsuitable	Other	
No.		10	1	9	0	0	0	
11 Overall, what did you think of the course?								
Option	Excellent	Good	OK	Poor	Very poor			
No.		9	2	0	0	0		
12 The courses we offer are free. Do you have any views about this?								
Great.								
Very good value.								
I think it is a brilliant thing. Not only has it helped the kids to cycle safely but general road awareness is much better.								
I think it is wonderful that it is free as it is an essential skill if we want to reduce car us in the future.								
Because it is free it encourages people from many different backgrounds to attend and gives confidence going to and from schools etc.								
It is great that they are free as this encourages safety and gives us extra value for our council tax - thank you!								
This is a good service, and encourages bike riding in the borough.								
Ensures good access to everyone - cycle safety is so important.								
Any other comments?								
It would be good if it could be offered through school automatically - even made compulsory for children with bikes.								
Appreciated being kept in touch about course availability and finding one that we could make and that the office persisted!								
Excellent service, would like to know more about advanced/adult courses for the future.								
Great idea - thanks.								
Many thanks for your flexibility when my son failed his first course and needed to retake it again in January. Best Regards.								
Cycle awareness sessions								
Survey analysis								
2006/07								
1 How did you find out about cycle awareness?								
Option	Magazine advert	Poster	Leaflet	Web site	Word of mouth	Other		
No.						4		
2 How long did you have to wait for the session?								
Option	Days	Weeks	Months					
No.			2					
3 Were you satisfied with the time you had to wait?								
Option	Yes	No	Not sure					
No.		2	1	0				
4 Did you receive all the details you needed about the session before it began?								
Option	Yes	No	Not sure					
No.		4						
5 If your answer was "no", what other information did you need?								
6 What did the children think about the instructor?								
Option	Helpful	Clear	Friendly	Just right	Unhelpful	Not clear	Unfriendly	Any other comments about the instructors?
No.		4	3	3	1	0	1	0
7 Was the length of the session?								

Option	Yes	No	Details?																
No.		12	1	I would love to but don't have time to fit it into the curriculum. Therefore, the show was very valuable as it makes sure children get some kind of Road Safety learning.															
				Talked about what they learnt during show - how will they cross the road in the future? Stop, Look, Listen & Think.															
				We cover road safety in Y1 science. We also continue to talk about road safety, especially when the days get shorter.															
8 Do you provide any other Road Safety at School?																			
Option	Yes	No	Details?																
No.		9	1	Ongoing throughout PSHE. PSHE lesson with teacher.															
				Year 6 have a transport safety lesson/show in regard to going off to secondary school.															
				Discussion worksheets in class when discussing other safety issues.															
				This is done through assembly shows as part of non-fictional teaching.															
				Previously this hasn't been timetabled. This year the school has a focus on safety - so all children will be involved in some work on road safety throughout the year.															
				Posters/Travel Plan.															
				Other theatre groups (Tiny Giants) organised by Wandsworth. In-class lessons as appropriate to age.															
				Reinforce when on trips - but no specific work at school.															
				Part and parcel of our PSHE curriculum.															
9 Would you like me to investigate any other assistance, activities or resources for Wandsworth Schools?																			
Option	Yes	No	Suggestions																
No.		9	0	Bullying (Year 4/5). Relationships (Year 3). Safety at home/stranger danger/streetwise.															
				If it is there, it will more likely be taught. Unfortunately the curriculum is so crowded these days that topics like that are often forgotten about.															
				There can always be new ways of informing. No knowledge was lost or overemphasised.															
				It would be useful to have resources suitable for Years 5 & 6 as some literature is deemed 'childish' by these older children.															
				All ideas/activities/events greatly appreciated! Perhaps visits by local 'lollipop' man/woman for younger children?															
				Hand washing - you used to do this! Help to stop infections spreading!															
				But they loved it and it would be good to do in future. Do you do something for Reception/Year 1?															
Any additional comments either about the Show or this form?																			
Very worthwhile. Louis does a fantastic job at engaging the children.																			
The show was good. I would suggest that children/pupils be encouraged to sing/chant repeatedly the Green Cross Code. A chant/rap helps children understand especially with actions. Thank you for the show.																			
Thank you for arranging the visit.																			
The show was excellent.																			
Fabulous show. The children loved it!																			
Very positive response by all staff and children! Thank you!																			

8 Do you provide any other Road Safety at School?													
Option	Yes	No	Details?										
No.		12	8	In different years - theatre companies come in.									
				Light & dark being seen at night. Glow in the dark stickers and video.									
				Traffic club.									
				Theatre visits, arranged through your department. Cycle training.									
				Risk assessment/discussions with children. Trips out. Outdoor play.									
				Traffic club booklets.									
				We take advantage of anything offered by Wandsworth.									
				At present the school is developing a STP and road safety is included there.									
				We have some practical equipment that we use in road safety talks.									
9 Would you like me to investigate any other assistance, activities or resources for Wandsworth Schools?													
Option	Yes	No	Suggestions										
No.		11	6	Can't really think of anything else there is likely to be for this age group.									
				It was informative + enjoyable.									
				I'm keen to introduce the pedestrian training for the children that I've heard mentioned?									
				Anything free! Roadsigns for outdoor play, lollypop person outfit.									
				Family road safety sessions. Kerb craft sessions.									
				Road safety for Year 1 pupils. Talking to strangers.									
				Healthy eating, importance of exercise, good hygiene, staying safe - strangers, fire safety.									
Any additional comments either about the talk or this form?													
Georgie was lovely and all the children enjoyed it.													
Very bubbly + fun talk.													
Georgie's session is <u>excellent</u> thank you....perfectly pitched at Nursery & Reception classes - thank you. Great resources.....pictures etc.													
Tasks appropriate for years 1 & 2. Talks from e.g. train/bus companies, fire service etc.													
Talking to children - re-visiting after talk on various occasions.													
Thank you very much! The children did enjoy the talk!													
I think this is <u>SO VALUABLE</u> and the children showed a good understanding even at a young age! Please keep up the good work!!!!													
Reception classes were expecting a date to be arranged. Further visits to am session in nursery please.													
Georgie delivers her sessions in an appropriate way, she engages well with the children and they respond well to her. Overall a very productive session.													
A hundred pounds for the visit sounds a bit too expensive, but considering the amount of resources given maybe is just about right.													
A very bubbly lively presentation which the children really enjoyed.													

Action we have taken to address complaints, comments and suggestions

We have examined the comments and suggestions received from our questionnaires during 2006/07 and the actions we have taken to address these are shown below. In general we have not included positive comments as these are shown in the results above and need no further action. Our aim is to provide response/take action within four working weeks on receipt of comments/suggestions.

A Child cycle training and awareness sessions	
Cycle training courses for year 6 pupils	
Comment or suggestion	Action taken or observation
I think it would be a good idea to let the schools know that this training is available all the time.	Schools are notified via emails and letters at different times of the year, of the cycle courses we run.
Sometimes hard to get hold of someone who knows when courses can be held.	Comment well taken. Information now available to other staff via posted notice in office.
Excellent – but we were short of one (instructor) on one day.	Due to instructor illness – it was too short notice to act upon. Instructor recruitment stepped up to facilitate provision of cover in such circumstances.
Cycle training courses for year 5 pupils	
Instructor allowed children to ride without helmets for short period of time due to poor behaviour management.	Schools have been advised to provide staff presence to help address behavioural problems that may arise.
B Adult cycle training	
Second session a bit short because instructor was late, got involved in conversation with a member of the public and then finished early.	Instructor made aware of comments and advised accordingly.
A map of local cycle lanes would be useful.	Wandsworth Cycle Routes map and TfL maps sent.
I asked my instructor if the Council ran any bike repair classes etc. I got a puncture and would like to know how to repair these, I couldn't see any bike maintenance classes at the South Thames College. I was wondering if some basic maintenance could be incorporated somehow. I look forward to hearing from you about that, or maybe you can give advice on where I could get this training. Usually I go to Evans and it works out expensive over time.	Council to bid to TfL for funding to carry out maintenance courses.
C Road Safety shows and talks – Tiny Giants and Louis Taylor	
Road Safety Shows for children 6-11 years	
It was great! Actors really captured the children's imagination.	Show presenters informed. Also, Council in talks with TfL for funding of Y4/5.
Friday afternoons are probably not the best time as children tend to be quite rowdy.	Comments taken on board. However, show dates are subject to show presenters availability.
Would like to know more about what's on offer. Cycling to school.	Diane rang school to book a cycle training course.
Really good – keep it up. Would be good if more could have gone in, but in small groups.	Comments noted for future events.
Nursery and reception road safety talks (3 to 5 year olds)	
I'm keen to introduce the pedestrian training for the children that I've heard mentioned.	School has been put on list when sessions start up again.

Telephone quality monitoring

We have introduced a procedure for monitoring, on a random basis, the quality of our responses to incoming calls by asking suitable questions at the end of the call. During 2006/07 we asked 41 callers about the quality of our response and all callers were satisfied with 1 caller expressing dismay at Council not dealing with the problem.

Telephone response times

We have to comply with the corporate requirement to answer the telephone within 5 rings (approximately 15 seconds).

During 2007, the Road Safety Service received 3126 calls to its main contact numbers: 020 8871 6670 / 6677. The average ring time for these calls was 7 seconds, which falls within the Council's target of 15 seconds.

In the event of the road safety telephone number being engaged, incoming calls are diverted to either extension 6677 or 6688 within the team. However, when these extensions are also engaged the call is not transferred again and remains unanswered. Additionally, in these circumstances it is not possible to detect that there is a waiting call once it has been transferred. It is also not possible to distinguish between a genuinely unanswered call and one 'lost' to the system.

Letter response times

We have to comply with the corporate requirement to respond to letters and other correspondence within 7 working days. During 2006/07 we received 7 letters, 4 of which needed responses, and all 4 were dealt with within 7 working days, as required.

Complaints, compliments and suggestions

We monitor both formal and informal complaints, compliments and suggestions. Details of a selection of these for 2007 are shown in the table above. We also maintain a separate correspondence 'plaudits' file, in which several compliments were lodged during this financial year.

Each complaint/compliment/suggestion is analysed on an individual basis and is compared to current procedures and policies under which the Road Safety Service is delivered. Where procedural changes are suggested these are assessed to determine if they are likely to improve the efficiency of the service. If it is determined that this is likely then the changes can be considered for inclusion as part of the service delivery plan.

Suggestions that may result in the need for additional financial or personnel resources are analysed in detail with associated resource/s requirements determined and costed. If these are assessed to be beneficial to the service then they are considered for inclusion in the programme for the next financial year.

Our aim is to provide response/take action within four working weeks on receipt of comments/suggestions.

Number of 'hits' on our website

We monitor the number of 'hits' or visits to the Road Safety website. During 2007 there were 4336 hits, which represents a 1.5% increase on 2006.

Invoice payment 'turn round' times

We have introduced a procedure for monitoring, on a random basis, the 'turn round' time for payment of invoices against the corporate target of 30 days from receipt of invoice. The results for a period between July to December 2007 is shown below.

RSETP invoice payment summary - 2007

Between July and December 2007, 13 invoices were randomly checked as follows:

Invoice No.	Date Inv Received	Invoice paid	Period
0038	12/07/2007	20/07/2007	8 days
21	30/07/2007	02/08/2007	3 days
12086	14/08/2007	21/08/2007	7 days
0042	14/08/2007	28/08/2007	14 days
4202	17/08/2007	28/08/2007	9 days
13042	29/08/2007	13/09/2007	15 days
31/46	05/09/2007	13/09/2007	8 days
29	17/09/2007	27/09/2007	10 days
32	18/09/2007	27/09/2007	9 days
38	19/10/2007	31/10/2007	12 days
120907	17/09/2007	31/10/2007	45 days
437704	19/11/2007	28/11/2007	9 days
52	21/12/2007	08/01/2008	18 days

The random checks above indicate that the average turn over time for invoices during this period, is 13 days. Although one invoice fell outside the 30 days target, the council's corporate target of paying at least 90% of all invoices within 30 days was achieved.

Conclusions

Community feedback throughout 2006/07 indicates that the road safety service continues to be well received. Road safety shows and talks for schools remain very popular and the actors and trainers involve pupils as much as possible for maximum effect.

The demand for adult and child cycle training remains high with another full programme scheduled for the coming twelve months.

The level of formal complaints remains at zero, which is encouraging. We have received a small number of comments and 'niggles', which have been satisfactorily resolved at first hand with the individual concerned.

We are pleased with the increase in the number of visitors to the road safety website pages and hope this improves in the future. (see link)

We always endeavour to actively engage internal and external bodies with a view of jointly working on ventures that positively impact on the community.

Martin Andrews
Road Safety Officer

