

# Road safety matters

A road safety unit publication

Winter 2012



## Megadrive 2011

During the autumn of 2011, Cardiff Road Safety Centre played host to a Megadrive event, which is a multi-agency project organised by the Road Safety Team and operated with support from a number of agencies and partners.

The initiative is designed to educate prospective young drivers about their responsibility to drive a vehicle safely and to assist in the development of positive attitudes towards the importance of road safety prior to them getting behind the wheel of a car.

Sixty young people aged 15 and 16 years from five schools across Cardiff participated in Megadrive 2011.

Participants visited seven interactive workstations, which featured First Aid at the scene of an accident, a theatrical workshop session, which graphically demonstrated the potential injuries that car occupants can sustain in a car crash, the process of learning to drive, driving and the law, the effects and of drugs and alcohol on driving

behaviour, potential hazards on the road and in-car safety.

The final session included a 15 minute drive under the supervision of an Approved Driving Instructor from a local driving school. This practical session provided the students with the opportunity to get into the driver's seat for the very first time and experience the feeling of what being behind the wheel is really like.

The Road Safety Team is grateful to the agencies and partners involved, which made Megadrive 2011 a great success. Following positive feedback from teachers and their students, hopefully, Megadrive will become an annual event at the Road Safety Centre in Cardiff.

A Proud Capital



## The new look Road Safety Team

2011 has seen a number of changes at the Road Safety Centre with reduced staffing levels following the departure of several members of the team.

Principal Road Safety Officer David Evans left the authority in February after almost forty years of service, the majority of which was spent working as part of the Road Safety Team.

David's knowledge, experience and guidance over the years has enabled the team to deliver a wide range of road safety services, which has no doubt saved precious lives and prevented injuries from occurring. We wish him every happiness in his retirement.

John Goff, who served as David's deputy has now assumed the role of team leader.

Road Safety Officer, John Reed left the authority in March to take on a role as cycle trainer for Pedal Power and to spend more time with his family. We wish him every happiness in his new role.

Kerbcraft Coordinator Jayne Warnock has taken sabbatical leave until June 2012 in order to undertake a teacher training course at the Cardiff Metropolitan University. Likewise, assistant Sioned Richards has decided to pursue a career in teaching and is studying at Oxford Brookes University.

Greg Callow, pictured right, formerly of Sports Development has joined the team and assumed responsibility of managing all aspects of the Kerbcraft Child Pedestrian Training Scheme until Jayne's return during mid 2012.

Following an internal restructure, Sallyanne Dangerfield has transferred to City Management, where she continues to manage the School Crossing Patrol Service.



Roxanne Hackwood, right, has replaced Tim Anfield, as the Sustrans 'Bike It' Officer. Tim's new role is that of Programme Manager, Schools and young people, Wales.

We extend a warm welcome to the newcomers and offer our sincere thanks and appreciation to colleagues, who have either retired or sought new challenges.

### Cycling safety

Concerns have been raised by local residents in Cardiff regarding the number of cyclists who are being observed riding on the pavement and/or failing to obey red traffic lights.

In an effort to educate riders of the potential dangers they are creating for pedestrians and other road users, South Wales Police is working in partnership with Cardiff Council's Road Safety Team to reduce the risk of a pedestrian, cyclist or other users being involved in a collision.

What the Law says:

Rule 64: You **MUST NOT** cycle on the Pavement. Maximum fine £500.

Rule 69: You **MUST** obey signs and traffic light signals. Maximum fine £2500.

Rule 71: You **MUST NOT** cross the stop line when the traffic lights are red. Some junctions have an advanced stop line to enable you to wait and position yourself ahead of other traffic. Maximum fine £2500.

## New cyclist training team

The Cardiff Road Safety Team have recruited four National Standards cycle trainers who will be delivering on road training to selected primary schools in Cardiff.

The trainers, Helena Foggitt, Vikki Harmer, Raj Gill, and Dave Thomas have a wealth of experience between them and are all very confident cyclists.

National Standards is a world apart from the old National Cycling Proficiency training, since the training is now mainly conducted on-road rather than the school playground.

The training takes place in real traffic conditions with the instructor providing on the spot tuition and guidance, which enables the trainees to make the correct decisions regarding positioning, overtaking and emerging at junctions.

As the skill of the trainee progresses, individuals are moved to more demanding situations in busier traffic conditions and the type of manoeuvres performed. The basis of high quality cycle training is to provide trainees with the skills to decide how to perform each manoeuvre safely and understand safe cycling practice.



## Scooter Smart Cardiff

Mobility Scooters enable many people to live active lives and provides them with independence and freedom. There is currently in excess of 300,000 mobility scooter and powerchair users in Britain and this number is set to grow as the percentage of the population aged 65 and over is predicted to increase to 23% by 2034.

An estimated 150 people a year in the UK either die or suffer serious injury in incidents involving mobility scooters, some of which can reach a maximum speed of 8mph.



Cardiff Road Safety Team in conjunction with Rookwood Hospital is pleased to launch the first course in Wales to train riders to travel safely and confidently.

The pilot course will be held at the Cardiff Road Safety Centre, Maindy on the 9th March 2012 between 1 - 4 pm. The course will comprise a seminar and practical training. Riders will practice manoeuvres including starting, reversing, stopping and simulate travelling through narrow, congested shopping areas. Participants will receive a free copy of The Safe Scoot Highway Code booklet and offered free mobility scooter and battery security marking from the Police. Subject to availability it is hoped that free transportation will be available for the user and their scooter.

For more information and details regarding the provision of transport to and from the Centre, please contact Germaine Walsh Tel: 029 2087 7527 or Maurice Lawrence on 029 2078 8524.

## The Fatal Five – publicity campaign

In an effort to raise public awareness, the Road Safety Team has embarked upon an ambitious publicity campaign that focuses attention on the Fatal Five themes, which are the five main contributory factors in fatal road traffic collisions in the UK.

These are: Drink and drug driving, not wearing a seatbelt, driving whilst using a mobile phone, excessive speed and careless and reckless driving.

The campaign, which was launched last autumn took the form of a series of hard hitting radio advertising messages, which were broadcast in co-operation with two neighbouring local authorities.

More than 300,000 residents were targeted with the safety message via the Council's publication, the Capital Times. Cardiff Bus displayed bus back posters on 25 buses and more than 50 bus shelters displayed the seat belt and drink drive safety messages. Over the festive season city centre pubs and clubs were targeted with the drink drive message.

During December, drivers in a number of garage forecourts across the city came to grip with one of the Fatal Five messages as they filled their petrol tanks.

Two large video display screens in the city centre conveyed a number of animated road safety messages to shoppers and in the period leading up to Christmas road safety staff were on hand to provide advice and distribute literature at Cardiff's Winter Wonderland.

The current campaign will come to an end in the spring of 2012 with the launch of the national seatbelt campaign.

## Junior Police Community Support Officers

One of the most successful initiatives currently in operation in Cardiff is the Junior Police Community Support Officer Scheme.

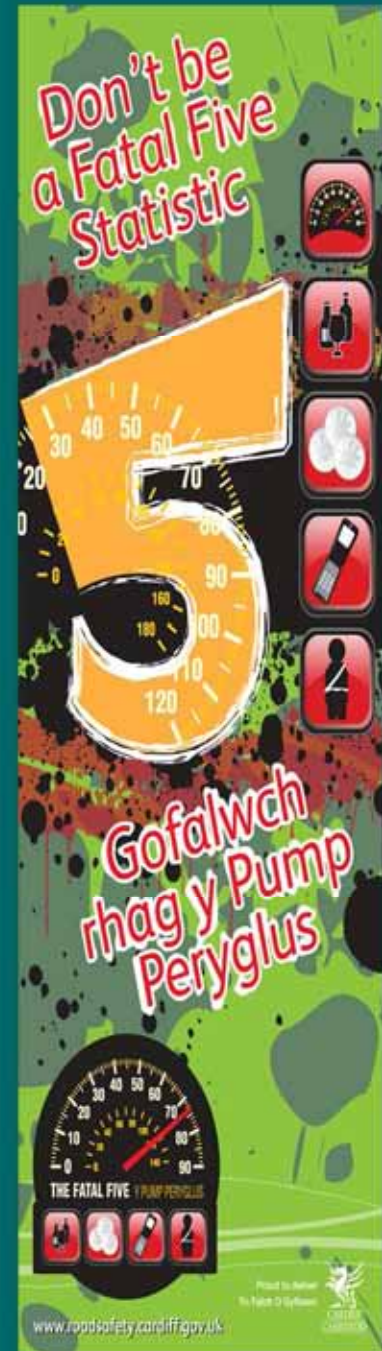
With increased congestion at the entrances of nearly all the schools within the city, the lives of pupils, parents, guardians and staff are continually being put at risk by drivers who are stopping / parking illegally in areas that have been specifically set aside to clear entrances for the safety of all.

In partnership with the school and with the assistance of South Wales Police, we have enlisted the support of school children to help address this continual problem.

The scheme usually involves year 6 children, who are asked to apply in writing for the position of a Junior Police Community Support Officer. Letters are passed to the School Council, which then short-lists the children to take part in an interview process.

Once selected the children are supplied with hats, high visibility waistcoats and in conjunction with the local PCSO, patrol the entrance area of the school. The children talk to and educate the parents about parking / stopping or causing obstruction.

The scheme is a growing success story, since it helps develop interpersonal skills of the children, while increasing their awareness of the needs of their school linked to their knowledge of road safety and the Law.



## Speeding outside schools

The inappropriate use of speed has always been a serious issue in Cardiff, especially outside schools. In fact, SPEED is a major factor in road fatalities and the subject of focus as part of the Road Safety Team's Fatal Five publicity campaign, which features on page 4.

Willowbrook Drive in St. Mellons is one area where speeding has become a problem. On one occasion a car left the road at night and came to rest in the school playground of Meadowlane Primary School.

In an effort to highlight the dangers associated with the inappropriate use of speed, Cardiff Council Road Safety Team in partnership with South Wales Police staged an operation in the spring of 2011 outside the school.

A Speed Indicator Display was deployed 200 metres from the school gate, which flashed the current speed as drivers approached. As drivers neared the gate their speed was then recorded on a Police hand-held speeding camera, and if the speed recorded was in excess of 30mph drivers were stopped, and given the option of either receiving a speeding fine or facing a quartet of pupils from year 6, who were ready with very pertinent questions as to why they were speeding past their school.

The operation stopped over 20 vehicles in one hour, and proved highly successful for all parties involved, especially the children. These initiatives will continue at various school locations throughout the coming year.



## Theatre in education

During the autumn of 2011, a number of secondary Schools received two road safety drama productions aimed at teenagers and driving.

The first performance by Theatre &, entitled 'Greatest Hits', was delivered to nine high schools and featured professional actors, supported by industry-leading audiovisual technology, which delivered a hard-hitting message in a convincing and engaging way.

The performance explores opinions and attitudes surrounding driver and passenger safety and risk taking; ensuring areas such as mobile phone use and

driving under the influence of drink and drugs are addressed in an effective manner.

The second show 'Deadly Mates', is performed by the Walking Forward Theatre Company, which toured a number of secondary schools last December.

The drama raises awareness of the dangers associated with being passengers in cars driven by young and inexperienced drivers.

This production is designed to raise an understanding that young passengers need to adopt robust self-preservation strategies.



Above. The Walking Forward Theatre Company

Passengers should consider whom they get into a vehicle with and remember that there are other options, such as staying with a friend or taking a taxi.

Using a unique blend of video and theatre, 'Deadly Mates' is a powerful production, proven to have a positive impact on young drivers.

## Kerbcraft update 2012

Greg Callow now oversees the Kerbcraft road safety training scheme for children of ages 6 & 7 using practical training elements delivered within the locality of the children's school and neighbourhood.

During the Autumn term Kerbcraft training was undertaken at 7 primary schools across Cardiff, with a further 14 due to commence in the spring and summer terms.

The training is delivered over a period of 8 weeks by the coordinator and parent / guardian volunteers, who have been recruited and trained to help implement the scheme. The kerbcraft scheme covers road safety awareness in the following areas, finding safe places to cross, crossing between parked cars and crossing at junctions.

The autumn term was a huge success with 15 volunteers recruited to help deliver the programme to 250 pupils. The volunteers play a huge part in Kerbcraft and without their assistance the scheme would not run as smoothly and successfully as it does.

He says, "I am thoroughly enjoying the role and very much look forward to working with more schools across Cardiff for the remainder of the academic year". Contact him on Tel: 2078 8523.

## Nursery visits

Road safety education for the very young can never start too early. Therefore, in addition to the free car seat checking service offered to the public by the Road Safety Team and on-going promotion of The Children's Traffic Club, we are aiming to visit as many nurseries as is possible during 2012 to convey the road safety message.

During a typical visit, the theme of 'People Who Help Us', using hand-held puppets is discussed and children are given the option of dressing up as a police officer or lollipop person. Children particularly enjoy the story - sack linked to the tale of 'Teddy Takes a Tumble', which reinforces the importance of wearing seatbelts. Songs are sung to promote the theme of holding hands. Using a mock road layout, children and adults practice how to cross the road safely. To book a visit, please contact Germaine Walsh Tel: 2078 8527.

## Junior Road Safety Officer Scheme



The JRSO Scheme is currently running in 11 schools and involves using four children from year 6, who are chosen to promote road safety within the school. Through monthly meetings with Road Safety Officer, Germaine Walsh, the youngsters are encouraged to organise competitions, speak in assembly and create and maintain a road safety noticeboard.

In March 2011 Junior Road Safety Officers attended their annual conference, where participants met representatives from the Fire Service, Police, Cardiff Bus and were entertained by Roadie the robot, the Gregory Brothers and Luke Jugglestruck.

The Road Safety Team is keen to expand this worthwhile initiative, therefore, if your school would like to become involved, please contact Germaine Walsh. Tel: 2078 8527.

