

UPDATE BY THEME GROUP LEADERS ON PROGRESS WITH CPP PRIORITIES

REPORT FROM HEALTH & WELL-BEING THEME GROUP

At our last meeting members of the Management Committee agreed that we could present to the Community Planning Partnership at its meeting in March the Joint Health Improvement Plan. The Health & Well-being Theme Group had revised the Plan considerably.

The Partnership approved the Plan. The Communications Department of Argyll & Bute Council is helping to convert the document into a pdf format that will enable it to be posted on websites and to be distributed electronically (as well as printed from this). This work is just about complete.

At its last meeting the Theme Group considered the monitoring arrangements for the Plan. The Group intends that it should spend part of every second meeting on monitoring. It intends to follow the lead of the Management Committee by requiring locality groups to provide a one-page update on progress. The Group will also ask the local groups to send someone to these meetings – although this will be reviewed in the light of experience to determine its effectiveness.

The Theme Group also heard a report on the Health Improvement Fund that has been devolved from the NHS Board. It has taken some time to ascertain the allocation and the commitments already made on it but this work is now almost complete. This means that there should be clarity about what funding is available, on what it is being spent and what remains to be allocated. A report on the Health Improvement Fund and expenditure under it will be a standing item at future meetings of the Health & Well-being Theme Group so that the Group can consider allocations under the fund to activity within the Joint Health Improvement Plan.

At its meeting the Group considered a request for funding from the Health improvement Fund. This was for fruit and vegetables for children accessing Pre-School education with Argyll & Bute Council. The number of children attending pre-school education is 1545. The funding would be made available to children any pre-school education whether provided by Local Authority, Voluntary, Private or Independent sectors. The cost of this provision for twelve months from 1 April 2005 to 31 March 2006 amounts to **£15,500**. The Theme Group agreed this request.

The Theme Group also considered a report from DRIVESafe on progress to date and a request for support in putting a bid to the Management Committee for Partnership funding to enable the initiative to continue to develop and build on this progress. The Theme Group endorsed this report and it is submitted separately to the Management Committee for consideration.

GAVIN BROWN
CHAIR, HEALTH & WELL-BEING THEME GROUP
6 April 2005

REPORT TO COMMUNITY PLANNING PARTNERSHIP MANAGEMENT COMMITTEE BY HEALTH AND WELL BEING THEME GROUP

WEDNESDAY 20TH APRIL 2005

'DRIVESAFE IN ARGYLL AND BUTE'

1. BACKGROUND

- 1.1 Since the production of the first Joint Health Improvement plan for Argyll and Bute in 2002, the Community Planning Partnership has recognised the need for partnership work to be undertaken to address the area's statistically high incidence of serious and fatal road crashes. This issue has been highlighted in the Annual Reports of the Director of Public Health for Argyll and Clyde, in Police statistics, and in the Community Health and Well Being profiles recently produced by NHS Health Scotland.
- 1.2 In November 2002, a successful road safety conference, held in Dunoon, identified the need for the development of a Road Safety Charter for employers in Argyll and Bute. It was hoped that this would put road safety at the heart of the operation of all businesses who committed to the Charter. A working group, comprising members of Community Planning Partnership organisations and the private sector, have been engaged in the development of 'DRIVESafe in Argyll and Bute' since that time. Group members have been drawn from Argyll and Bute Council, Strathclyde Police, Strathclyde Fire Brigade, NHS Argyll and Clyde, the Safe and Healthy Working Lives initiative and various private sector companies. This initiative has been supported by the Partnership at all stages.

2. PROGRESS TO DATE

- 2.1 On 13th April 2004, 'DRIVESafe in Argyll and Bute' was launched in Lochgilphead. Twenty four organisations signed up to the initiative and in so doing each agreed to:
- Provide a named contact within the organisation that will monitor employee crash data
 - Arrange the distribution of Road Safety materials which will be provided free of charge
 - Encourage all employees to be more aware of Road Safety measures by promoting and publicising a series of themed campaigns

Since the launch of the campaign, publicity material incorporating the DRIVESafe logo has been distributed to Charter organisations and is now regularly seen on vehicles across Argyll and Bute. Road safety information in relation to safe driving practices and safe driving at work has been distributed. Monitoring of employee crash data is being undertaken, with individual organisations implementing measures to address issues which these processes raise. In some instances these measures include re-training of drivers.

- 2.2 DRIVESafe has recently been awarded Health Improvement Learning Zone status from CoSLA, and is identified as an example of good partnership working in addressing a public health issue. CoSLA has awarded a grant to the steering group to develop resource materials for charter development for distribution to other Community Planning Partnerships who may wish to replicate the work undertaken by our group.
- 2.2 This progress report builds on regular updates which have been provided since early 2003, and in particular on decisions taken by the Management Committee and the full Partnership.
- a) At its meeting on 8th October 2003, the Management Committee noted the contents of a report that recommended the development of a three year DRIVESafe in Argyll and Bute strategy, along with the need to identify the necessary resources.
 - b) At its meeting on 14th November 2003 the Community Planning Partnership discussed and agreed the basis of the three year strategy, and also accepted there was a need to identify the necessary resources to allow 'DRIVESafe in Argyll and Bute' to proceed.

As a result of these decisions, 'DRIVESafe in Argyll and Bute' was awarded £5000 from the Community Planning Partnership for the year 2004-05, to develop the Charter, launch the Charter, and begin the implementation of the scheme. This budget has been utilised in provision of the launch event, and the development and distribution of DRIVESafe materials to those organisations who 'signed up'.

3. ACTION FOR 2005/06

3.1 The steering group now wishes to consolidate the DRIVESafe work undertaken to date, and support partner organisations in full implementation of the scheme. Partner organisations will be completing their first year of DRIVESafe in the next few months, and will begin collating their crash statistics and information, and may begin to identify trends in driving practices and procedures. They will then need to be supported in putting in place remedial measures to address particular issues. Central collation of information across all of the Charter partners will need to be carried out, to look for issues which may be common to more than one organisation, and identify steps forward. It is hoped that driver assessor training can be offered to Charter partners by the steering group. In addition to this development work, there is a need to continue to publicise DRIVESafe effectively, and more publicity materials are needed.

The steering group hope to carry out the following specific pieces of work in the next year:

- Development of a driver assessor training package which would be offered to all Charter partners. This could utilise local resources e.g. Accident in Helensburgh, but would require expenditure for it to be offered in different locations and to different organisations.
- Extension of the publicity surrounding DRIVESafe. Proposed specific initiatives include the development of a suite of radio adverts for seasonal broadcast on local stations, licensing of a DRIVESafe screen saver for distribution to Charter partners and the use of an Adtrailer, suitably branded, for one month during the summer period. The trailer will be positioned at various locations throughout Argyll and Bute and will bring the DRIVESafe message to both locals and tourists alike. The logo will be manufactured in such a way so as to be re-usable in future years.

3.2 The breakdown of proposed expenditure during 2005 – 2006 shown overleaf is based on costs incurred during 2004-05 and assumes telephone and internet quotations are accurate.

3.3 Proposed expenditure 2005-2006

• Managing Occupational Road Risk printed materials and software (supply to Charter signatories)	£ 1,500
• Radio campaign on Your Radio, Argyll FM and Oban FM (Cost based on 4 seasonal themes each lasting one week. Each will consist of 40 slots at 30 second duration).	£ 2,236
• 4 x 30 second radio advert production	£ 440
• Adtrailer skin production(2 sides of 6000 x 2400 mm approx)	£ 1,070
• Pull up banner display	£ 250
• Vehicle decals	£ 2,000
• Promotional items, pens, tax disc holders, etc	£ 1,000
• Contingency fund	£ 1,504
Total	£10,000

An application for £3000 has been made to the Strathclyde Fire Brigade Community Fund and indications suggest an award will be made for 2005-06.

3.4 Before considering the recommendations laid out below, the Management Committee should consider the implications for the Partnership if this initiative ceased to exist. DRIVESafe had a high profile launch and, by pooling resources, has demonstrated the benefits of Partnership working in the struggle to drive down crash and casualty numbers in Argyll and Bute.

4. RECOMMENDATIONS

4.1 DRIVESafe continues to be supported by the CPP Management Committee, and the full Community Planning Partnership.

4.2 Large organisations identify link/support person to co-ordinate implementation of DRIVESafe within their own organisations. They will need to ensure appropriate 'driving at work' policies are in place, crash data is collected and that the current theme is delivered to all employees, e.g. staff publications, notice boards, vehicle stickers, leaflet distribution, etc. Depending on level of employer support this person may have to commit up to two days per month.

- 4.3** All Partners identify “Champions”, whose time commitment is likely to be half a day per month.
- 4.4** The DRIVESafe steering group continues to develop and implement the Charter, building on the strong foundations set down to date. The steering group will continue to meet approximately four times per year.
- 4.5** The Road Safety Officer in Argyll and Bute Council is allowed dedicated time within his work plan for DRIVESafe implementation, as the most likely point of contact, the link/support person for the local authority, and the convenor of the DRIVESafe steering group. This time commitment is likely to be four days per month.
- 4.6** An annual allocation of £10000 is made by the Community Planning Partners to cover campaign running costs as noted at 3.3. The mechanism for establishing this additional Partner contribution would utilise the existing formula currently used to ingather CPP funding. In order to minimise costs it is suggested that Partners take account of other successful grant applications before calculating annual allocation, e.g. current £3000 application to Strathclyde Fire Brigade Community Fund.

Gavin Brown
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