

**Report to Community Planning Partnership Management Committee by  
Health and Well Being Theme Group  
Wednesday 8<sup>th</sup> February 2006  
DRIVESafe in Argyll and Bute 2006-2009.**

**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 produced by NHS Health Scotland.

**1.2** In 2002, a very 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 Community Planning Partnership at all stages.

**2. PROGRESS TO DATE.**

**2.1** On 13<sup>th</sup> 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, and 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.

'DRIVESafe in Argyll and Bute' was awarded £5000 from the Community Planning Partnership for the year 2004-05, to develop and launch the Charter, and begin the implementation of the scheme. This budget was utilised in provision of the launch event, and the development and distribution of DRIVESafe materials to those organisations who 'signed up'. A further £9000 awarded from the Partnership for financial year 2005-06 has been utilised in continuing to build the DRIVESafe message, including the development and use of promotional material displayed on an adtrailer which was sited at prominent road locations throughout the area.

The steering group now wishes to consolidate the DRIVESafe work undertaken to date, support partner organisations in full implementation of the scheme, and begin to recruit new Partners into the initiative. Partner organisations have completed their first year of DRIVESafe, collating crash statistics and information, allowing early identification of trends in driving practises and procedures. Analysis of police crash data shows that the issues identified by partners as causative in driving incidents among the workforce are similar to those identified by the Police. These issues are failure to maintain an appropriate speed (linked to road and weather conditions) and failing to maintain a safe distance, again linked to road and weather conditions. The steering group has therefore decided to concentrate on these particular issues in the next phase of the DRIVESafe campaign.

This 3 year action plan will therefore attempt to pull together and address national issues, issues highlighted in emergency service statistics, and the information submitted as linked factors in crashes and near misses by existing DRIVESafe partners.

### 3. ACTION PLAN.

There are 3 distinct strands to the work which the DRIVESafe steering group would like to undertake in the next 3 years, which are as follows:

#### 3.1 Continuation of Awareness Raising.

Radio campaign on Your Radio, Argyll FM and Oban FM (4 themes per year)	2500
4 x 30 second radio advert production	500
Pull up banner display	500
Vehicle decals	2200
Promotional items, pens, tax disc holders, etc	1300
DRIVESafe leaflet targeted at car hire companies, airport information desks etc	500
	£7500

#### 3.2 Driver Assessment and Training.

There is a need for all DRIVESafe partners to begin to progress the message within their own organisations, and to embed safer driving practices across all of their driving workforce. The steering group has information which will be distributed to all partners about a simulated driver assessment pilot project currently in place in Scotland for HGV drivers, and it is hoped that partners will make use of the scheme for this category of driver. For all other drivers, there is a need for partners to consider how they manage occupational road risk within their own organisations. The steering group proposes to hold seminars for DRIVESafe partners to look at ways of progressing driver assessment and training. It is intended to highlight the Risk Assessment policy and package in place within NHS Highland; this is a good model for DRIVESafe partners to follow, and the seminar would offer the opportunity for giving information and guidance on designing and implementing such practices. It is proposed that NHS Highland will be invited to lead inputs to the seminars, and to share their experiences with partners who are progressing with implementing such schemes as part of their DRIVESafe commitment. The seminar would also provide information about driver training programmes and opportunities in the Argyll and Bute area, since it is essential that once assessment has been

carried out a programme of training can be provided where a need has been identified. It is intended that DRIVESafe would absorb partners costs of attending this seminar.

£1000

### 3.4 DRIVESafe Co-ordination.

As the work of the steering group develops, and especially as new DRIVESafe partners are brought on board, there is an increasing need for extended co-ordination and development of the work. For the campaign to continue to maintain its effectiveness it is proposed that a co-ordinator be found to carry out this role. It is expected that the co-ordination could be carried out in a total of 5 hours each week, and it is hoped that this could be done on a flexible basis. It is likely that someone with a natural interest in road safety issues could be found in Argyll and Bute to carry out this function. It is proposed that the co-ordinator would:

- a) Be responsible for updating and issuing DRIVESafe signage and promotional material to existing partners;
- b) Co-ordinate steering group meetings;
- c) Work proactively with partners in terms of collation of statistics and information, and driver assessment and training programmes;
- d) Actively recruit new DRIVESafe partners.**

The likely cost for introduction of this co-ordination role would be £2600 per annum (5 hours @£8, X 52 weeks, plus 25% oncosts for travel and subsistence).

**Predicted Budget for DRIVESafe**

<b>2006/07</b>	<b>Action</b>	<b>Cost</b>	<b>Total</b>
	1.Awareness Raising	7500	
	2.Assessment and Training Seminar ( X1)	1000	
	3.DRIVESafe co-ordination	2600	11,100
<b>2007/08</b>	1.Awareness Raising	7500	
	2.Assessment and Training Seminar ( X2)	2000	
	3.DRIVESafe co-ordination	2600	12,100
<b>2008/09</b>	1.Awareness Raising	7500	
	2.Assessment and Training Seminar ( X2)	2000	
	3.DRIVESafe co-ordination	2600	12,100
<b>3 year total</b>			<b>35,300</b>

**4. RECOMMENDATIONS.**

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

**4.2** Link/support person within partner organisations continues to co-ordinate implementation of DRIVESafe on a proactive basis.

**4.3** 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.

**4.4** The Health and Well Being Theme Group make agreement to part fund DRIVESafe, to the extent of £6,000 per annum from the Health Improvement Fund which is disbursed at the discretion of that group. In addition, an annual allocation of £6,000 is made by Community Planning Partners to match fund the costs identified in the action plan noted above.

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