



# **ROAD SAFETY AND SOCIAL INCLUSION**

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**Scottish Executive Central Research Unit  
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# EXECUTIVE SUMMARY

## Introduction

1. Road casualty research has pointed to rates of death and serious injury among children and young people in Scotland that have been significantly higher than in the rest of Great Britain. Death among pedestrian road users is higher than the European average.
2. Within Scotland there are significant variations in the incidence of injury and death which are related to a range of socio-economic factors. Membership of a socially excluded group i.e. one which does not have the same access to employment, education, good housing, transport and amenities, increases the likelihood of being involved in some form of road accident.
3. The Scottish Executive and the Scottish Road Safety Campaign wished to develop a better understanding of what work was being undertaken “on the ground” in disadvantaged communities to promote road safety.
4. In March 2001 ODS Ltd was commissioned to undertake a study to identify current practice in promoting road safety within disadvantaged communities. From this it was planned to develop good practice guidance.

## Study Approach

5. The study involved a survey of thirty four social inclusion partnership areas. These are the communities where the poorest 10% of the Scottish population live. Road safety officers, community safety co-ordinators and Social Inclusion Partnership co-ordinators operating in each of the partnership areas were interviewed to identify local projects and establish where there was a local strategy.
6. This survey identified over thirty projects where there was a road safety “dimension”. These were classified using a simple framework
  - **Technical/physical:** these were projects where road safety was being promoted through the introduction of physical or technical measures.
  - **Promotional:** local events or campaigns in which a particular road safety message was being promoted.
  - **Educational:** projects in which there was a structured educational input. This group was further sub-divided into two groups - schools related and driver education related projects.
  - **Behavioural:** projects aimed at changing or modifying behaviour within the “clients” to make them safer road users.
7. The study fieldwork was carried out between March and June 2001.

8. The study was overseen by a Project Steering Group with representatives of the Scottish Executive, Scottish Road Safety Campaign, a local authority Road Safety Unit and Community Safety Unit and a community safety project from one of the Social Inclusion Partnerships.

## **Findings**

9. The study focussed on examining road safety and wider community safety within the thirty four neighbourhoods designated as Social Inclusion Partnerships within Scotland.

10. Local authority or police road safety units were involved in some, but not all of the SIPs with local projects. Where there was a local involvement, this tended to be to promote national programmes such as Safer Routes. In many local authority areas however there was little evidence of there yet being a more positive action focussed approach to the more disadvantaged or socially excluded communities.

11. The survey also found variable approaches to partnership working with Road Safety Units often not being fully involved with other organisations promoting community safety strategies.

12. There were however many examples of very good practice with local communities been closely involved and playing a central role in the development of local road safety strategies and initiatives.

## **Recommendations**

13. The study concluded that to begin to redress the inequalities in involvement in road related incidents a number of measures have to be taken.

- More positive action focussed on priority neighbourhoods and groups. Resources and programmes should be targeted on specific communities and neighbourhoods – including schools and community organisations operating within these.
- There is potential for Road Safety Units to promote themselves as partners and contributors to Social Inclusion Partnerships – already the police and local authorities are key partners – Road Safety Units should use their contacts in SIPs to increase their role and profile.
- Develop linkages with other agencies with a common agenda – for example integrating road safety into multi-agency community regeneration programmes. The Home Zone programme is one example of an area of activity with considerable potential to link road safety expertise to physical and neighbourhood remodelling and regeneration.
- Increase community involvement in the development of local road safety initiatives and strategies, building on the work which is being undertaken in community regeneration and community safety.

- There is a need for more training and development support to both Road Safety Units and other professionals working in social inclusion to increase awareness of each other's potential roles and contribution.

### **Good Practice Guide – A Safe Place to Live**

14. The main output of the study has been the production of a good practice guide – *A Safe Place to Live*. Based on the experience of ten case studies drawn from across the country, the guide contains advice for community organisations, road safety professionals and other bodies on ways to develop local strategies and related projects.



## CHAPTER ONE INTRODUCTION

1.1 This report summarises the study undertaken by ODS Ltd on behalf of the Scottish Executive Central Research Unit and the Scottish Road Safety Campaign into “road safety in deprived areas”.

1.2 The aim of the study was, in the light of previous research into the correlation between involvement in road accidents and socio-economic factors, to review current activity in promoting road safety within Scotland’s most deprived neighbourhoods and within socially excluded groups.

1.3 Following this review which identifies examples of good practice, ODS then produced a practical guide for practitioners and community organisations to assist them develop local road safety strategies and initiatives. The Guidance will be distributed to various bodies and organisations involved in community initiatives and the promotion of social inclusion as well as road safety. The Guidance can be obtained from the Scottish Road Safety Campaign free of charge<sup>1</sup>.

1.4 Road casualty data<sup>2</sup> has consistently pointed to a number of issues of concern. Rates of death and serious injury among children and young people in Scotland have been and still are significantly higher than in the rest of Great Britain. Death among pedestrian road users is higher than the European average. However, the picture is further complicated by other factors.

1.5 Within Scotland there are significant variations in the incidence of injury and death which are related to a range of socio-economic factors.

*“The demographic, social and economic factors that are most important in explaining child accident involvement include age, sex and physical capability of the child. In addition their parents or adult carers marital status, their ethnic origin.....are also significant factors”<sup>3</sup>*

1.6 The research evidence is that the poorer the person is, or if one is a member of a socially excluded group i.e. one which does not have the same access to employment, education, good housing, transport and amenities, the more likely one is to be involved in some form of road accident.

1.7 The Scottish Executive and the Scottish Road Safety Campaign wished to develop a better understanding of what work was being undertaken “on the ground” in disadvantaged communities to promote road safety. They also wished to identify examples of good practice which could be used to inform the production of guidance for a range of stakeholders – local community groups, road safety specialists, planners and roads engineers, agencies working in community development and neighbourhood regeneration.

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<sup>1</sup> The Scottish Road Safety Campaign, Heriot Watt Research Park North, Riccarton, Currie, Edinburgh, EH14 4AP, Tel 0131 472 9200

<sup>2</sup> Road Accidents and Children Living in Disadvantaged Areas – Scottish Executive CRU 2000

<sup>3</sup> Op Cit. p.4

1.8 The Executive commissioned ODS Ltd in March 2001 to undertake a three stage study.

Stage One was to develop an inventory of road safety initiatives within socially excluded areas and communities throughout Scotland.

Stage Two: from the projects and initiatives identified, a number of case studies would be further developed. These case studies would be selected to reflect a range of types of initiatives and locations throughout the country.

Stage Three was the production of good practice guidance which would be made available to a wide range of stakeholders involved in all aspects of road safety.

1.9 The study was completed by the end of December 2001, with the guidance planned for publication in 2002.

## **CHAPTER TWO            REVIEW OF CURRENT SITUATION**

### **APPROACH**

2.1     The first objective of the study was to obtain a picture across the country of the range and types of road safety initiatives which were being developed and implemented. In order to focus the survey on “deprived” areas, it was agreed with the Project Steering Group to concentrate the study on areas and communities designated as Social Inclusion Partnerships (SIPs). Throughout Scotland there are 48 SIPs. Of these, thirty four are “neighbourhood” or locality based. They are effectively the communities in which the poorest ten per cent of the Scottish population live. The remaining fourteen SIPs are “thematic” i.e. focusing on particularly excluded client groups, usually across a local authority area, rather than a smaller geographically located community.

2.2     A telephone survey was then carried out during March 2001 of three separate information sources for each SIP – the local authority or police designated road safety officer, the representative of the local authority community safety partnership and the co-ordinator of the Social inclusion Partnership. In all, seventy eight separate contacts were surveyed across all 48 SIPs.

### **Community Safety Partnerships**

2.3     Each local authority has been encouraged by the Scottish Executive to establish a community safety partnership. Most authorities have a designated community safety co-ordinator to service and co-ordinate the work of the CSP. In a number of larger SIPs, there have also been established local community safety partnerships focusing specifically on these neighbourhoods. The partnership usually works in close co-operation with the SIP to develop a community safety strategy for the local area and promote initiatives to achieve this. Within the overall guidelines on community safety produced by the Scottish Executive, road safety is considered one of the main issues which CSPs should address.

### **Social Inclusion Partnerships**

2.4     Social Inclusion Partnerships are based on multi-agency approaches to tackling social exclusion. SIPs comprise a combination of public sector agencies – the local authority, the local enterprise company, the health board, Scottish Homes (the national housing agency, recently restructured as Communities Scotland, an executive agency of the Scottish Executive with responsibility for community regeneration) and the private sector in the form of local business and chambers of commerce as well as local community representation.

2.5     Each SIP has a Co-ordinator and a support team. Larger SIPs may have a significantly sized staff team of development and project staff. In some cases, such as Glasgow, SIP staff are employed through “arms length” organisations such as the Glasgow Alliance. In others, the SIP Co-ordinator and other staff are employees of the local authority.

2.6     The SIPs are located within twenty four of Scotland’s thirty two local authorities. The eight Glasgow neighbourhood based SIPs contain 40% of the city’s population – almost

quarter of a million people. Half the number of people in Scotland living within a Social Inclusion Partnership live in Glasgow.

2.7 The first aim of the survey was to identify any particular community based initiatives within the SIP area which had either as a primary objective, or as a “spin-off”, the promotion of road safety. Secondly, the survey was to provide a data base of projects and initiatives from which a number of good practice case studies could be drawn.

2.8 It was hoped that the survey would also provide some historic data. The aim was to cover projects over the past five years. As it transpired, it proved difficult to obtain information even on current projects. There was very little if any historic or systematically recorded data to inform the study. When further investigations were made of a small number of road safety related projects reported as part of the SIP evaluation process, there also proved to be no detailed accounts of these available.

2.9 A list of SIPs surveyed is included at Appendix 1.

## **FINDINGS**

2.10 The telephone survey produced a number of significant findings.

### **Awareness among survey respondents of road safety initiatives**

2.11 Perhaps unsurprisingly, awareness and knowledge of local road safety projects and initiatives was greatest among the specialist road safety officers employed through local authority or police road safety units. Again, unsurprisingly, authority wide community safety co-ordinators were less aware of local initiatives than those employed on SIP specific community safety projects. Local authority community safety co-ordinators often have to combine this role with other functions within the authority. At the time of the survey, the country was in the middle of the Foot and Mouth outbreak. This pre-occupied most of the Community Safety Co-ordinators based in local authorities which contained rural or agricultural communities.

2.12 The SIPs’ range of responsibilities extends beyond community safety to encompass *inter alia* physical regeneration, education, social welfare, health and economic development. The Co-ordinators tended therefore to show relatively little awareness of “mainstream” road safety initiatives, which was not surprising.

2.13 However the study was also interested in looking at projects which might have a road safety “spin-off” - for example did physical regeneration measures such as the building of new housing result in improving road layouts, thus increasing safety? Or were some of the initiatives aimed at tackling drug and alcohol abuse having any beneficial effect in relation to road user behaviour?

2.14 The general pattern was one of the SIP Co-ordinators not making linkages between some of the projects which they were co-ordinating and in some cases their partnerships were funding, and potential road safety benefits.

2.15 In explanation however, it should be recognised that the role of the SIP co-ordinator does not really require them to have a “hands-on” awareness of every project and initiative within the area - rather their role is to promote and support partnership working between the public, private and voluntary sectors within the local community. Consequently they can be at least one step removed on a day to day basis with many of the projects being undertaken in the neighbourhood being carried out by “partner” organisations.

2.16 Similarly, Road Safety Officers seemed more aware of, and involved in projects which were local applications of national initiatives and campaigns such as Safer Routes to School, Be Safe, Be Seen, the Children’s Traffic Club and Crucial Crew. They were also involved in projects concerned with cycle safety e.g. cycle maintenance, instruction and free helmet distribution schemes. They tended to be less involved in projects concerned with the physical infrastructure and regeneration of the neighbourhoods.

### **Road safety activities within SIPs**

2.17 The survey of 48 SIPs uncovered basic information on over 30 discrete projects. Of these, half could be described as “mainstream” projects i.e. their principal objective was the development of a road safety initiative. The remainder were described as “spin-off” projects, where improved road safety was a secondary objective.

2.18 Projects covered a wide range of activities. Road safety staff were most likely to be involved in working with schools to promote authority wide programmes – Safer Routes, Be Safe - Be Seen and Police Box were often cited.

2.19 There was a significant level of activity around children’s safety. Providing and encouraging the use of fluorescent clothing and badging, and cycle helmets are increasingly prevalent; as well as providing immediate aids to safety, these measures would appear to help children develop a greater sense of risk and the skills to deal with this.

2.20 There are a number of projects targeted at particularly socially excluded groups – elderly people, women living in isolated areas, young people with behavioural problems. These are often provided by a wide range of partners including community safety partnerships, social work, and community learning projects as well as specialist road safety staff.

2.21 In many SIPs, major physical redevelopment is being undertaken. This provides local communities with an opportunity to remodel the neighbourhoods in which they live. This often results in improved road design and layout to enhance road safety. The Home Zone projects which were being developed in two SIP neighbourhoods, with the main focus on creating a better residential environment, appear to have the positive side effect of increasing road safety within these areas. This was also the case with the community led regeneration projects which were identified.

2.22 An ‘inventory’ of road safety and social inclusion projects can be found at Appendix 2.

2.23 Since completing the survey, the Scottish Executive has announced the establishment of the pilot child pedestrian training project with funds of £0.81 million over six years. Under

this initiative selected local authorities will bid for funding to run child pedestrian training schemes with priority being given to schemes in disadvantaged areas.

2.24 Further consultation with a number of Road Safety Officers would suggest that a significant proportion of this resource will be targeted within Social Inclusion Partnerships.

### **Positive action and targeting of resources**

2.25 One difficulty experienced was separating projects which were effectively authority wide initiatives from those which were targeted on the SIP. Previous research undertaken by ODS<sup>4</sup> found that the involvement of Road Safety Units with schools was often in response to demand from an individual school rather than targeting high risk areas and the schools within these. This was generally the same position in relation to work in the SIPs. If within the SIP there was a school which had a history of making demands on RSUs, then it was more likely that there would be some form of local initiative. This was not always the case. In some authorities (notably Glasgow), while there was no evidence of a formal policy, it was clear that there were certain initiatives targeted specifically at schools within SIPs. Examples of these are described in more detail in the good practice guidance which is published in tandem with this report.

### **Community involvement**

2.26 A central element of the Scottish Executive's Community Safety strategy has been the encouragement of local communities in the development and implementation of local strategies to promote community safety. Within a number of the SIPs, local community safety partnerships have been formed with the establishment of small local teams to support these. Local communities have, through their representatives on boards of management as well as direct involvement in project development, played a key role in this. The study was interested in establishing the extent to which community involvement played a role in the development of road safety related activities.

2.27 The general impression gained was one of high levels of community participation, albeit at different levels in most projects. Some projects had well established mechanisms for involving community representatives and consulting with the whole community on a regular basis. This was particularly the case in the physical regeneration projects, where community input into the redesign of road layouts was a core element of the process.

2.28 A common view expressed however was that where physical measures were carried out by local authority roads departments while subject to formal consultation processes, there were few examples of engaging with the local community when plans were being developed at early stages.

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<sup>4</sup> Road Safety in the Scottish Curriculum – Scottish Executive Central Research Unit 2000

2.29 The initiatives developed by local community safety partnerships had generally high levels of participation at all levels – firstly in identifying the need for a particular initiative, then at project planning and development stages and also often with the implementation stages.

2.30 While there was evidence of some authorities having a targeted approach to promoting road safety within the most deprived areas, this was not the case in all.

## CHAPTER THREE CASE STUDIES

3.1 From the initial survey, the intention was to select 10-12 case studies which would reflect both good practice as well as a range of different types of activity. As well as the survey, there were two additional tasks. First, to draw up a simple framework for classifying projects which would then be used to assist with the selection of case studies. Secondly, there was also a need for some pre-agreed criteria on what would constitute “good practice”

### DEVELOPMENT OF A FRAMEWORK FOR CLASSIFYING ROAD SAFETY ACTIVITIES

3.2 An objective of the study was to identify a number of case studies which would be used in the development of good practice guidance. As part of this process, a simple typology or classification of projects and initiatives was developed. This would enable the case studies to be selected, reflecting a range of activities, target groups and also geographical locations.

3.3 Projects were classified in terms of whether they were:

**Technical/physical:** these were projects where road safety was being promoted through the introduction of physical or technical measures. This would include remodelling of housing estates, road realignment, increasing barriers between pedestrian and motorist, improved signage and lighting.

**Promotional:** these projects were either local events or campaigns in which a particular road safety message was being promoted. This also included situations where local communities had demonstrated effective campaigning methods to improve road safety within their neighbourhood.

**Educational:** these were projects in which there was a structured educational input. This group was further sub-divided into two groups - schools related and driver education related projects.

**Behavioural:** these are projects where the aim is a change or modification of behaviour within the “clients” to make them safer road users. This might be through a range of activities, such as encouraging the wearing of seatbelts or safety helmets. Other projects focus on changing some forms of behaviour such as drug dependency, alcohol abuse, delinquency and criminal activity which can manifest themselves in dangerous road use.

3.4 In reality, the borderline between “educational”, “behavioural” and “promotional” types of projects became blurred and the need for the classification system is minimised. Instead, what emerged during the fieldwork were, as is referred to above, two types of project. The first was where the main and principal objective was the promotion of greater levels of road safety. The second type was where the promotion of road safety or the introduction of measures which would increase road safety was a useful “by product” or “spin-off” of a project which had other principal objectives. In the development of the case studies, greater emphasis has been given to the former type of project, although interesting examples of the latter have also been included.



## DEFINING GOOD PRACTICE

3.5 In order to assess whether a project was considered good practice or not, a number of criteria were considered. The important issue for the consultants was to balance what might be considered desirable, regarding both what is achievable and realistically what was happening on the ground. It was acknowledged that to be included as a case study, a project should meet a majority of the criteria rather than them all, which while desirable would be unrealistic.

3.6 The criteria which were adopted included:

*Road safety objective:* the project should be able to demonstrate that it had at least one clear objective to promote road safety. While on the face of it this seems obvious, there were a number of wider community safety projects that while having a slight impact on road safety, did not have this clear objective. While road safety did not have to be the principal objective, it had to be a significant one.

*Targeted on a disadvantaged or socially excluded group or neighbourhood:* there should be an element of “positive action” with the project having as its focus a particular socially excluded group, neighbourhood or community.

*Community Involvement:* good practice should involve the involvement of the “beneficiaries” of the project and the local community. Involvement may be in the form of consultation or a more sustained involvement through the planning, development, implementation and management phases of an initiative.

*Linkages with wider community safety strategy:* as well as aiming to improve road safety, projects should contribute to the wider community safety strategy within the area. It should also be able to demonstrate linkages between agencies to encourage partnership and to minimise duplication and improve co-ordination between agencies.

*Access:* the project should encourage equal access within the client group at whom it is targeted i.e. there should be no unfair discrimination.

*Evaluation and continuing improvement:* the initiative should be able to demonstrate some form of mechanism to evaluate its impact and to build on this to improve either the original project or future developments within the community.

## THE CASE STUDIES

3.7 Eleven case studies are drawn from a wide range of projects and initiatives from across the country.

3.8 In each of the case studies can be found a description of the project, the stimulus for setting up, as well as any links it has with other safety initiatives. The case studies also include a summary of the lessons learned, especially for others who are interested in replicating the projects or developing their own local version of it.

3.9 A detailed description of each case study is contained in Appendix 3. Each case study provides information on the background to the project, what the outcomes have been and the resources required and the agencies involved in developing it. It also describes any linkages between the project and other wider community safety initiatives. The case study also comments on the long term impact of the project as well as plans for its future development.

3.10 Each project illustrates a different aspect of the promotion of road safety. These cover:

- Road Safety and Schools
- Driver Education
- Working With Older People
- Developing A Safety Resource Centre
- Road Safety As Part Of Physical Regeneration
- Using Sport To Promote Road Safety
- Carrying Out A Local Safety Audit

3.11 The case studies also reflect projects undertaken with a range of target or client groups. What they have in common is a recognition that some groups and neighbourhoods are more at risk than others.

### **Road Safety and Schools**

3.12 Road safety is of course a feature of the teaching work in many schools. However a big problem is the road user behaviour of parents who drop off and collect their children at school gates. The irony is that many parents who drive their children to school do so because they feel that for children to walk or take public transport is too dangerous. However the increasing number of cars arriving at school gates at peak times, double parking and manoeuvring in confined spaces creates its own dangers. Increasingly schools are introducing measures to control this problem.

3.13 The Lawmuir Primary School case study in Bellshill demonstrates a positive, multi-agency project involving the school, parents and the neighbouring community along with the local road safety team in devising a strategy to reduce the risks and dangers of the school “drop-off”.

### **Driver Education**

3.14 Road safety education is not only undertaken in schools. Driver education is at the heart of two case studies, the Perth “Banger Stocks” and the South Ayrshire Women Drivers Training programme – though both are of a very different type. The Perth project works with young people who have been in trouble as a result of car related crimes including theft and “joy-riding”. The project aims to develop a more responsible approach to driving, through the building and racing of stock cars. The project developed jointly by the local authority Social Work and Community Learning Departments along with the Police, is aimed at two groups of youngsters – under 16s and 16-18s. The project is part of an overall strategy to tackle both car crime as well as drug related activity.

3.15 Working with a very different target group, the South Ayrshire Road Safety Unit Women's Safety Training Project aims to help women drivers deal with situations where they are "vulnerable" road users. The programme is built around a four week training course covering basic car maintenance, safe driving and personal safety strategies. The programme has been targeted on both the Social Inclusion Partnerships in South Ayrshire as well as on women living in the more car reliant rural areas in the Cumnock and Doon Valleys.

3.16 The project was initially developed in conjunction with South Ayrshire Women's Aid, targeted at women living in refuges. The programme has involved both the Road Safety Unit, as well as the Council's Community Education service and a private sector partner – the local branch of a national garage and car dealership chain.

### **Working with Older People**

3.17 In many areas older people are among the most vulnerable road users. Another project in South Ayrshire has demonstrated a range of innovative approaches to working with older people to reduce road related risks. It draws on previous work with young children to use "experiential learning" - that is, teaching by drawing on the previous life experiences of the individual and critically reflecting on these to highlight the learning points.

3.18 Experiential learning has been found to be particularly effective with older people, using techniques such as reminiscing and longer term recollection. The project developed by the Community Safety Trust has targeted older people in the Social Inclusion Partnership area in North Ayr. Road safety is one of a number of themes relating to personal safety and well being which are developed in the programme.

3.19 After a slow start, the programme has developed a significant level of participation by older people.

3.20 The project relies on a multi-agency approach involving local community groups, the local authority, the Community Safety Trust, the police and other emergency services. This project is particularly interesting because it recognises that many of its initial difficulties came from a lack of community involvement at the outset, a fault which has been rectified during the continuing development of the project.

### **Developing a Safety Resource Centre**

3.21 Local authorities in Scotland and throughout the UK are increasingly seeing the value of community safety resource centres. These are facilities which can be used as learning and information sources for wide ranges of groups to use to develop awareness of the whole range of threats to personal and community safety. While usually operating from a central resource centre, these services will also undertake outreach work, especially with particularly vulnerable target groups or neighbourhoods which are at high risk. The resource centre also enables the authority to develop more sophisticated learning facilities. For example some centres will have full size "mock ups" of roads and houses in which accidents and dangers can be simulated.

3.22 The City of Edinburgh Council and its neighbouring authorities in East, West and Mid Lothian has been developing a Community Safety Resource centre aimed at providing an education and training facility based on the development of the Crucial Crew programme. While aimed at all age groups, the main target groups will include school age children, drawn from primary and secondary schools from the four authorities.

### **Promoting Road Safety Among Children**

3.23 This Glasgow case study covers two projects focusing on promoting road safety measures with children in two of the SIP designated areas – the Gorbals and Easterhouse. The Gorbals project covers a number of measures aimed at making it safer for children as pedestrians and cyclists. These initiatives have been developed following a number of serious accidents including fatalities in the Gorbals. Meanwhile in Easterhouse, the local community safety project has developed with community participation, a range of initiatives aimed at tackling a number of road safety issues – from simple schemes to provide and encourage the use of reflective waistcoats by young children through to a multi-agency sponsored road redevelopment programme.

### **Road Safety and Physical Regeneration**

3.24 One of the most exciting developments in Scotland has been the growth of community led regeneration projects. Local communities are centrally involved in planning major changes in the physical layout of their neighbourhoods. While the main emphasis of these projects is often on the development of new housing, they often offer opportunities for major changes to road layouts, parking, play areas, improved lightning and other measures which all combine to make the neighbourhood a safer place to live.

3.25 Two case studies – Kirkton in Dundee and the Caledonian Circuit, Cambuslang illustrate projects focusing on involving the local community in changing physical road layout measures. The Kirkton project focused on reducing the dangers coming from a dual carriageway which ran through the estate. The Caledonian Circuit in Cambuslang was a housing scheme notorious for joy-riding which has been completely redeveloped to provide, as well as much needed new housing, a much safer road layout. In both of these case studies, the local community has had a central role in redesigning their neighbourhoods to make them safer places to live.

### **Using Sport to Promote Road Safety**

3.26 In Inverclyde, a project to develop linkages between a more active lifestyle for young people and road safety is being promoted by a partnership of the local authority, the Police and Sport Scotland – the national sports development agency. Working with the community schools in Inverclyde, the project aims, among other things, to encourage more children to travel to school on foot or cycle – while doing this safely and healthily.

3.27 The project has been developed in close consultation with school pupils both in primary and secondary schools as well as involving parents.

## Undertaking a Community Safety Audit

3.28 The final case study describes in detail the work undertaken and co-ordinated by the City of Edinburgh Council's Community Safety Unit to involve the local community in the Southhouse and Burdiehouse neighbourhoods in South Edinburgh to carry out a community safety audit. The project used the Priority Search method - a commercially available community research tool. Local residents were trained to use this technique and to carry out the survey and consultation working which forms part of the community audit process.

3.29 These case studies demonstrate both the diversity and creativity which is going into many of the road safety initiatives throughout Scotland. They are also a reflection of the increasing awareness of the importance of targeting resources at areas where road safety and community safety is a special area of concern. They also demonstrate the importance of involving both local communities as well as multi-agency partnerships.

3.30 Table 1 below classifies the case studies:

<b>Project</b>	<b>Location</b>	<b>Type</b>
Banger Stocks	Perth and Kinross	Behavioural
Cambuslang Circuit	South Lanarkshire	Technical/physical
Child safety project	Gorbals, Glasgow	Promotional/ Educational
Community Safety project	Greater Easterhouse,	Promotional
Community Safety Resource Centre	Edinburgh & Lothians	Educational
Experiential learning with older people	South Ayrshire	Educational
Kirkton	Dundee SIP	Technical/physical
Lawmuir Primary School	North Lanarkshire	Promotional/ Educational/technical
Sport and Road Safety	Inverclyde	Promotional
Women's Driving	South Ayrshire	Educational
Community Safety Audit	Edinburgh	N/A

## CHAPTER FOUR      GOOD PRACTICE GUIDANCE

4.1      The main objective of the study has been the production of good practice guidance on developing road safety initiatives within deprived areas. The guidance has been produced with a range of target audiences in mind. The study brief proposed aiming the guidance at “*community councils and groups, local authorities and other relevant bodies who are involved in setting up and implementing road safety initiatives in their local area.*”

4.2      The guidance, which forms a separate document, draws on the whole survey as well as the case study projects to give advice on both the general process of project development as well as some first hand experience of the development of road safety projects.

4.3      The guidance draws on the case studies which all reflect different aspects of good practice. The projects embrace a wide range of initiatives – in terms of objectives, scale and resource requirements.

4.4      Underpinning the guidance have been a number of key principles -

First the importance of community involvement in the design and development of local strategies and initiatives. In many areas this will require a significant change in the way that road safety officers and other related professionals work to promote road safety. Greater commitment to and use of community development methods is an important aspect of working in more disadvantaged areas.

Secondly, the guidance emphasises the importance of both “positive action” and targeting of resources at those areas where they are most required. This again will require a change in the way many road safety professionals work. The young people in the most disadvantaged areas are among the most challenging to work with and difficult to engage with. However if the aim is to redress the specific problems faced by people living in our most deprived neighbourhoods, then there is a recognition that positive action will be required to achieve this.

Finally, the guidance encourages multi-agency approaches to the promotion of road safety, with local communities a key partner. An important lesson from the case studies has been the impact that good inter-agency working can make in promoting road safety and community safety in general. It is clear that while there were lead agencies, there is no one single agency with sole responsibility for promoting measures which improve road safety.

4.5      The guidance aims to show that there are many ways in which road safety can be promoted. It also encourages communities to integrate road safety measures within wider community regeneration and safety strategies. As many of our most run down neighbourhoods are being physically and socially regenerated, the opportunities for incorporating measures to enhance road safety increase all the time. The guidance demonstrates ways in which road safety can be promoted, for example, through sport, physical redevelopment and adult learning.

4.6 As well as focusing specifically on the promotion of road safety, the guidance document also provides advice on general project development, planning and evaluation. The aim is to provide practical assistance to both road and community safety professionals and community groups together, to develop local strategies and initiatives which can be put into practice and whose impact can be readily assessed.

## CHAPTER FIVE CONCLUSIONS AND RECOMMENDATIONS

5.1 Below are set out the main conclusions reached following the study and recommendations which flow from these.

- While there are a substantial number of road safety initiatives being developed within Scotland's most disadvantaged communities, there is still within many authorities the need for a more formal strategy which targets these areas for positive action. The recently announced Scottish Executive funding for pedestrian safety education for children will raise awareness of this. The distribution by the Scottish Road Safety Campaign (SRSC) of the good practice guidance accompanying this report should also help to achieve this.
- Road safety education and promotion tend to be based on national programmes which are then translated locally. There is also significant potential for developing more community based approaches, especially with the Social Inclusion and Community Safety Partnerships with road safety staff working with and supporting community organisations to develop local road safety strategies and initiatives. There are some very good examples of current good practice to draw on.
- Stronger linkages need to be made with community safety and community regeneration, to link road safety with wider area regeneration strategies. Road safety units should develop links with the police and local authority representatives on the SIPs to increase awareness of this resource and expertise.
- Road safety is a major concern of, and for people living in deprived areas. Road safety officers can provide support to assist the development of appropriate measures in conjunction with other partners. At national level, the SRSC may wish to develop links with the new Communities Scotland executive agency to explore ways in which road safety can be more firmly integrated into the community regeneration process. There are many examples of good practice (and some of poor practice) from which lessons can be learned and where further good practice can be developed.
- Working with socially excluded groups poses many challenges for road safety professionals as well as roads engineers and planners. New participative approaches and the skills required to implement these are needed. The SRSC could play a role in encouraging the development of training programmes to support these.
- Similarly working with young people in deprived areas is more challenging and resource intensive than in less stressed areas. Local agencies promoting road safety and wider community regeneration need to recognise this and allocate resources, including staffing, accordingly. Professionals working with disadvantaged young people require additional support and training to assist them to work effectively in situations which are more demanding than those in which they may normally work.



**APPENDIX ONE****SOCIAL INCLUSION PARTNERSHIPS**

<b>Name</b>	<b>Phone</b>
Alloa South and East	01259 213 343
Argyle & Bute	01546 604 711
Blantyre/ North Hamilton	01698 527 935
Cambuslang	01698 454 276
Craigmillar	0131 661 5117
Drumchapel	0141 944 8828
Dundee Partnership - Give Youth a Chance	01382 435 976
Dundee	01382 435 828
Dundee Young Carers	01382 224 324
East Ayrshire Coalfield Area	01290 428 348
Edinburgh Excluded Young Adults	0131 225 7388
Edinburgh Strategic Programme	0131 469 3816
Falkirk Community Urban Regeneration Programme	01324 506 028
Fife Ethnic Minority Capacity Building Programme	01592 413 903
Fife	01592 416 162
Girvan Connections	01465 710 415
Glasgow Anti Racist Alliance	0141 572 1140
Glasgow Big Step - Pathways to Independence SIP	0141 572 0551
Glasgow East End	0141 554 7808
Glasgow Gorbals	0141 429 2564
Glasgow Greater Govan	0141 314 0065
Glasgow Greater Pollok	0141 621 2915
Glasgow Routes out of Prostitution	0141 572 0551
Great Northern	01224 276 841
Greater Easterhouse	0141 771 9338
Highland Wellbeing Alliance	01463 702 044
Inverclyde Regeneration	01475 731 700
Levern Valley	0141 577 4872
Milton & Springburn SIPs and North Glasgow	0141 564 1095
Moray Youthstart	01343 569 209
Motherwell North	01698 746 429
North Ayr	01292 294 343
North Ayrshire	01294 315 120
North Edinburgh	0131 529 5270
Paisley	0141 887 7707
Perth & Kinross	01738 639 138
Scottish Borders	01573 225 995
South Coatbridge	01236 812 777
South Edinburgh	0131 664 5000
Stirling Partnership for Urban Regeneration	01786 442 538
Tranent	01875 615 415
West Dumbartonshire	01389 742 544
West Lothian	01506 777 945

**APPENDIX TWO ROAD SAFETY AND SOCIAL INCLUSION – PROJECTS RELATED TO SOCIAL INCLUSION PARTNERSHIPS**

<b>Local Authority Area</b>	<b>SIP</b>	<b>Location/Theme of SIP</b>	<b>RS Project/Initiative</b>	<b>Type</b>	<b>Contact</b>
Aberdeen City	Y	Fersands, Alexander/ Hayton, Middlefield, Printfield	Tillydrone - HomeZone	Physical – creation of more “user friendly” and safer residential environment, reduce traffic speed, intrusion	Aberdeen City Council – Technical Services 01224 523042
Aberdeenshire	N				
Angus	N				
Argyle and Bute	Y	Ardenslate, Ballochgoy, Dalintober, Kirkmichael, Soroba	No		
Clackmannanshire	Y	Alloa South and East	Community Safety Project in SIP area – working with local communities and schools on Road Safety Police Box Project – targeted on SIP areas	Promotional/Educational	SIP Manager 01259 213 343
Dumfries and Galloway	N				



East Renfrewshire	Y	Levern Valley – Dunterlie,	Road safety project with children		
Edinburgh City	Y	Craigmillar	Twenty’s Plenty as part of Craigmillar area development	Technical/physical	Craigmillar Partnership/Kintry Group 0131 659 4500
		Edin-South Gracemount, Southhouse, Burdiehouse, Gilmerton, More dun	Southside regeneration schemes – local communities involved in redesign of road layout/traffic calming measures/design of play areas	Community development/Physical	ECC Housing Development 0131 529 7255
		Edin-Youth	None		
		Edin-North	Range of measures including traffic calming, road tables and cycle lanes as part of redevelopment of Pilton	Physical	North Edinburgh SIP 0131 529 5270
Falkirk	Y	Small Towns	No projects reported		
Fife	Y	Kirkcaldy, Levenmouth, Dunfermline, Central Fife	Safer Routes – targeted in SIPs areas	Educational	

Glasgow	Y	Drumchapel			
		East End			
		Greater Easterhouse	Yes – range of small educational projects	Education/promotion	Safe Greater Easterhouse 0141 771 8677
		Greater Govan			
		Greater Pollok	Danger Zone - - programme for Primary School children Cycle Helmet Project	Educational	GCC - RSU 0141 287 9043
		Gorbals	Be Safe, Be Seen Pitstop with Police And other activities with children and older people	Promotional	Safer Gorbals 0141 429 2104
		Castlemilk (Not a SIP but still a regeneration partnership area)	Castlemilk Pensioners Action Group – Road safety with the elderly research project	Promotional	GCC - RSU 0141 287 9043
		Smaller Areas			
Routes out of Prostitution					
Anti-Racism					

Highland	Y	Young people	Safer Routes	Educational	Highland Wellbeing Alliance 01463 702 044
		Ormlie, Thurso	Home Zone	Physical	Highlands Council RSU 01463 702 690
Inverclyde	Y	Nine Neighbourhoods	Community consultation on improving road safety as part of community safety strategy within area regeneration studies	Community development/physical	Inverclyde Regeneration Partnerships 01475 731 700
			Sport Scotland – linking sport to road safety	Educational	
Midlothian					
Moray	Y	Young People	No projects		
North Ayrshire			A range of measures e.g. Car safety Clinics – run by Halfords/Kwik Fit Children’s Traffic Club Work in schools None – SIP specific	Promotional	

North Lanarkshire	Y	Motherwell North	Improved road safety measures as part of estate regeneration in Forgewood	Physical	Forgewood Housing Association/NLC
			Lawmuir Primary School project – parking at the school	Promotional	North Lanarkshire RSU
		Viewpark – Uddingston	– changes in road layout	Physical	
		Old Monklands	regeneration – improve community and road safety as part of estate regeneration	Physical	Clyde Valley Housing Association/NLC
		South Coatbridge (Thematic SIP – health promotion)	none		
Orkney	N				

Perth and Kinross	Y	Young People who have care responsibilities	Young Drivers – Pass Plus scheme  Young Offenders projects  Kick Start – scheme for young drivers	Educational  Social/community development/ educational  Community Learning	Partnership – local authority, police, community safety unit  01738 475 057  01738 476211
Renfrewshire	Y	Paisley, Johnstone,	Johnstone West – SIP – Safer Routes to School, Other SIPs – range of physical measures e.g. traffic calming, improved street-lighting, pathways,  Johnstone – local community redesigned estate with new road layouts to reduce rat runs, etc.	Educational  Physical  Physical	
Scottish Borders	Y	Young people	No		
Shetland	N				



South Ayrshire	Y	Girvan  North Ayr	No  Experiential Learning with older people  Women's Driving and Security Training being promoted in SIP area and with women living in Women's Aid Refuge	Educational  Educational	
South Lanarkshire	Y	Blantyre and North Hamilton  Cambuslang	No  Regeneration of the "Circuit" housing scheme – local community redesigning road system with "safety" in mind  Safer Routes being promoted in SIP area from June 2001	Physical  Promotional/ educational	Rutherglen Housing Association 0141 647 4917  SIP 01698 527 935
Stirling	Y				
West Dunbartonshire	Y	14 neighbourhoods			
West Lothian	Y	Young people and children	Child Safety Initiative	Education and Play	SIP 01505 419 666
Western Isles	Y	Part of Highlands SIP	No projects identified		

## **APPENDIX THREE CASE STUDIES**

### **CASE STUDY A) - LAWMUIR PRIMARY SCHOOL NORTH LANARKSHIRE**

#### **Background**

Schools throughout Scotland have often had ongoing problems with parking and road safety outside the school gates. Lawmuir Primary School, Bellshill, has had problems for many years regarding road safety around the school, and many different solutions have already been suggested or tried out to solve this problem. North Lanarkshire Road Safety Department therefore became involved in developing a comprehensive solution for the problem.

'Keep Clear' areas had been suggested, but outside schools these are voluntary, with the exception of Whiteleas Primary, currently the only primary school in Scotland which has a mandatory keep clear area. Even where 'Keep Clear' areas are mandatory, they are generally only effective when police are present in the area to enforce them. Otherwise the problem tends to remain. In addition, if traffic is moved from certain 'Keep Clear' areas, it often only results in displacement of cars and causes problems in other areas.

Parents at Lawmuir Primary School were aware of these problems and suggested solutions, but these were often rejected by engineers without fully explaining the reasons why, causing confusion and discontent among parents. Ideas rejected include:

- Car parking area across from school gate – suggested by parents, but rejected as movement of vehicles, particularly reversing, would create a danger to children.
- additional guard rails – would force children to get out of vehicles onto the road if more railing was provided
- waiting restrictions – as mentioned, can only be mandatory if national criteria are met, this is not the case at Lawmuir and people tend to ignore markings if police are not there.

#### **Stimulus**

A comprehensive evaluation of the situation was therefore required to address this problem. Road Safety Officers initially had to decide whether it was safer to try to move the cars parked around the school or just leave the situation as it was. Although cars parked around schools are a hazard, they can also slow down through traffic, and so have safety benefits too. However, parking outside Lawmuir was identified as an ongoing problem by parents at the school. It was agreed among road safety advisers, police and parents that it would be safer to reduce traffic and parking, particularly around the school gates and 'Keep Clear' areas. The Crossing Controller for the school had also complained about the inability to do the job effectively due to the number of parked cars around the school.

The road safety department therefore felt that this problem required a new approach combining an educational strategy linked to physical alterations. The approach was also based on building a consensus among parents, rather than being imposed by the authorities.

It was felt that the approach should aim to harness the power of the children to influence parent behaviour regarding parking and road safety around the school.

## **Project Design**

The Road Safety Department, Strathclyde Police, School Board and School Staff were all involved in the development stage, with contributions also being made by the Health Board and engineers. Ideas suggested by parents were considered, but in the eyes of the road safety unit and police, many of these ideas would not work. In each case the issue was fully discussed, and it was explained why certain ideas would not work and could even make the situation worse, and why other solutions may be better.

In order to find out the feelings of the local children and parents, an initial leaflet and questionnaire was distributed to all pupils and parents at Lawmuir Primary School. The leaflet explained clearly to parents the current situation at the school, providing photographs, and explained why certain suggestions made would not work in this situation. The accompanying questionnaire not only gathered views and feelings about traffic and safety around the school, but also gave the road safety department an idea of accident statistics around the school. The questionnaire showed roughly how many children had been involved in, had a 'near miss' or had seen an accident. The latter two categories would not be recorded in police statistics, where only details of casualties involved in the accident are recorded for national statistical purposes.

From the general level of comments from parents in advance of the survey, it was anticipated that it would show that road safety was a high priority for parents and children, and needed some sort of solution. The survey substantiated the position:

- *30% of pupils thought that parked cars outside the school were going to cause an accident.*
- *only 1 – 2% of pupils thought that parked cars do not cause a road safety problem for school children.*
- *5% of pupils had been involved in an accident with a vehicle outside the school.*
- *42% had almost been involved in an accident with a vehicle outside the school.*
- *70% of parents agreed that some plan or exercise should be considered to improve road safety around the school.*
- *81% of parents recognised that walking to school provided children with important road safety experience.*

As a result of these figures clearly showing that both parents and pupils believed that there was a problem with parked cars and road safety around the school, a leaflet was made up detailing the results, proposing action points and introducing the idea of a '*Parent Pledge*' to support these proposals and launch a project to tackle the problems. Proposed action points include:

- Reduce use of cars to essential journeys only.
- Where use of car is essential, park well away from school gate in adjacent street.
- Use a voluntary one way system – creating a one way circle around the school to ease congestion and increase safety.
- Consider car sharing.
- Consider organising a walking bus for children in area.

Parents agreed this pledge and attempts were made to integrate this into school policy. There were no negative responses to the pledge, although it was recognised that those not agreeing could just have not returned the slips. However, most of the parents returned the pledge, with teachers being involved in encouraging pupils to get parents to return the pledge, and small rewards for returning the slips. The pledge not to park outside the school is now included in literature handed out to new parents and pupils. The key to this project was seen as highlighting the problems that children experience, and using the power that children have over their parents to encourage safer driving and road use.

### **Project Effects**

Because this was a pilot project there are certain things which the road safety team would do differently in the future. The major problem identified by the road safety team is that no formal recording of congestion or parking around Lawmuir Primary School was made prior to the project. Informally, however, one road safety officer did make an assessment of the area. Prior to the introduction of the 'Parent Pledge' twenty randomly parked cars were regularly identified around school at dropping off and picking up time. After the 'pledge' only two wrongly parked vehicles were identified. At the time the voluntary one way system also seemed to be effective. The project is being monitored to assess the long term changes in driver behaviour and whether the initial improvements are being sustained.

### **Project Links**

At the time of the adoption of the pledge, physical improvements were also made to the area outside Lawmuir Primary School:

- White lining was replaced on the road.
- Guard railing was replaced.
- School and school patrol signs were replaced.
- School 'Keep Clear' markings were overlaid.
- A bus bay was provided in the road which Lawmuir Primary is on.

The pledge is also seen as linking in with the Safer Routes to Schools project throughout Scotland, which in part aims at discouraging car use through environmental, health and safety reasons.

In future the road safety department has many ideas to link road safety projects together. The department is currently putting together a bid for a project officer to provide practical child pedestrian training in lower income areas. It is hoped that some of the £7 million of SIP funding recently awarded to the North Lanarkshire Council over 3 years, may be allocated to community safety, and channeled through the road safety department for similar initiatives.

## **Lessons Learned**

The project to improve road safety at Lawmuir Primary School gates has been more successful than previous physical measures implemented. This could be because of the parent and pupil involvement in identifying the problems, discussing solutions, and agreeing to the final proposals. Previous measures had been unsuccessful due to lack of parent support, and lack of understanding of the situation. The 'pledge' tackled the road safety problems in a positive manner, through identifying parent and pupil views, and involving them with the development of the changes. Through a more involved and consultative educational and promotional approach, the project can be seen to have more success to date than previous attempts.

## **Future Plans**

In the future, the road safety department hopes to create a '*Toolkit*' for use in various schools around North Lanarkshire. As completion of the project was expensive and time consuming, lasting a few months, the full blown pledge project would only be used in other extreme cases, with a template created to make a project faster and cheaper to implement. A toolkit would provide the road safety department with a variety of levels of intervention at schools, so that an appropriate level of assistance and resources could be used for each school.

At Lawmuir Primary School, the project is now largely in the hands of the school, who are responsible for renewing commitment to the pledge and making new parents and children aware of the situation. The road safety unit are now involved in attempts to achieve funding from the education department for posters for school railings to deter parking outside the school. It also recognises the need for a formal evaluation of the project to assess the longer term impacts and whether the project is likely to be sustainable.

## **CASE STUDY B) - “BANGER STOCKS” PROGRAMME PERTH AND KINROSS**

### **Background**

The ‘Banger Stocks’ programme operating in Perth and Kinross is targeted largely at young offenders involved in car crime. The focus is on providing young offenders with opportunities through a long term project, whereby groups of young people who have been involved in car crime work on building a stock car for racing. Linked with this are classes on driving safety, drink driving and drugs, as well as learning skills aimed at achieving a City & Guild mechanic qualification.

The project is split into two groups - under 16 year olds, who cannot drive the stock cars - and 16 to 18 year olds. The under 16s build a mini stock car from a package, which they can drive 'off the road', while the 16 to 18 year olds build a full stock car to race. The younger participants are taught how to drive in the mini stock cars, with tests leading to a ‘driving licence’ for the project.

The older participants also operate a project ‘driving licence’ system, whereby if anyone commits a car crime they lose their driving privileges, have to go through testing again, and are at the end of the queue for racing opportunities. However, this system is not linked directly with the justice system, despite receiving referrals. Any participant who commits a car crime is subject to the same disciplinary measures as other offenders. Not all efforts are successful - one previous participant of the scheme is now in jail for committing car crimes!

### **Stimulus**

The Banger Stocks programme has been running for around 6 months, but is largely influenced by previous programmes run in the Perth area. The organisations involved in the present project - Social Work, Community Learning and the Police – have worked together previously on projects targeted at dangerous motor bike riding in certain neighbourhoods, and dangerous driving. These were stimulated due to concern within the local community about dangerous and speeding motor bike drivers.

Due to the success of these projects, it was felt that these could be adapted to focus on problems of a core group of offenders committing car crimes in the area. In addition, similar projects in Glasgow, which members of the Perth and Kinross Social Work team visited, provided ideas on how to tackle the car crime problem.

### **Project Management and Resources**

The project is managed and organised through a partnership of the Social Work department, Community Learning and the Police. The Social Work and Community Learning departments are both involved in the everyday organisation of the project, with staff often attending the sessions for the young people in the evenings, and helping out with the stock races at the weekends. Although the Police are involved in the organisation of the Banger Stocks project, and are equal partners, they tend to deliberately take a "hands off" approach

and operate more in the background to counter negative perceptions of police by many young offenders.

There are two project workers, one from Social Work, and one from Community Learning, who hold the classes. In addition there is a mechanic who also stock races who helps out with the car building and mechanical training. However, as one community learning worker comments, “for many people stock racing is their passion”, and this means that the project has attracted many volunteers. People who are interested in car building and stock racing tend to drop in to the evening sessions to help out. The project organisers are extremely grateful for this support and dedication from volunteers, commenting:

*“we invited “Morris” [a ‘Mini’ enthusiast] to the classes one night to give a talk, and he’s come back ever since!”*

The volunteers are seen as particularly valuable, due to both their expert knowledge, as well as commitment. The project currently receives support through the Scottish Executive’s ‘Youth Crime’ funding launched in June 2000, where a total of £23.5 million extra investment has been made over 4 years to set up a national network of community based programmes for persistent young offenders. The funding is available to multi-agency teams focusing on young offenders at a local level. However, at the Banger Stocks project this money is largely spent currently on general equipment. Although the police involvement in the project ensures that the group get the old cars for no charge, the mini stock kits for the under 16s has to be bought, along with general equipment for fixing the cars.

Until recently, the group meets two evenings a week at the Perth College, with free use of the workshop facilities to hold the practical sessions, plus classroom facilities for the safety and information talks. The links with Perth College were also valuable, providing a two way relationship where the college could send students on work experience to the project, and could also provide places for the project participants to study for a City & Guild qualification from the college.

However, Perth College is redeveloping the workshop facilities for classroom use, meaning these will be no longer available. In addition, it was felt that a more permanent site with more access than twice a week would help the project to develop further. A new site in a warehouse has been identified, but requires funding of £4,000 per year, which at present, the group does not have. It is hoped that this can be achieved through various funds such as the New Communities fund and other National Lottery or government funding.

## **Project Design**

Safety is an integral part of the project, with a strong focus on the dangers of car theft, and attempts to turn offenders’ interests in cars from a 'sometimes unhealthy obsession', to a more positive focus on safe driving. For the older participants, there is a link with a local driving school, which provides cheap driving instruction for the young people. In addition, the project team use education aids such as the BSM ‘Ignition’ scheme, and have developed their own 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> gear programme for young drivers. Classes focus not only on safety while learning to drive, but also drink driving, drugs and driving, speeding, etc.

The BSM 'Ignition' course is one used by over 1500 schools around the country, since being developed as a pilot in 1993. The two key aims of the course are to improve road safety and to reduce car crime. The course was developed in response to findings relating high frequency of accidents, car crime and young drivers, and the perception that historical methods of driver training have placed too much emphasis on physical skill, and too little on knowledge, attitude and behaviour. The course is designed for classroom based learning and is based on units tackling issues such as the place cars have in society, visual perception, theory, risk perception, accidents, etc. A BSM certificate is available for students who complete the 'Ignition' course, and the course is now accredited as a module course by the Scottish Qualifications Authority (SQA).

### **Project Effects**

The project can be seen to be successful through the opportunities that participants have received through the scheme. Three young participants are currently in the process of gaining City & Guild mechanics qualifications, one has begun an apprenticeship at a local business, and one has begun a course at Perth College. In addition, the attendance at the scheme and the enthusiasm shown by both the participants and their families and friends, has shown that the 'Banger Stocks' programme is one which the young people enjoy and are motivated by.

There is currently much demand for the programme and although in some ways this is a positive sign, the project organisers are wary of turning the project into a gathering area for all young offenders. There are risks involved in this type of project, and there is recognition that the positive effects of the project could be turned around by repeat offenders. Through involving a range of serious to more petty car offenders, it is hoped that the group as a whole will move away from serious crime through opportunities and peer pressure, rather than the other way round.

The project has evaluated the participants' views and experiences of the project through questionnaires and recording comments. To date, these have been overwhelmingly positive.

### **Project Links**

The project is largely based around the car building and education about safety issues, but has a wider scope of generally increasing the opportunities open to these young people. There are not only opportunities to gain a City & Guild mechanics qualification, but also links with apprenticeships, Perth College courses, and other job opportunities.

### **Lessons Learned**

This initiative highlights the value of developing an innovative and motivating way of teaching road safety. Through a participative and involving project, the young people are interested and even passionate about the project, learn valuable skills at the same time as enjoying themselves. Through linking the project with opportunities for qualifications, college courses and apprenticeships, the project has been largely successful at using positive



opportunities to move young offenders away from a negative focus on cars, to a positive interest.

### **Future Plans**

The project is currently at the stage where the organisers are looking to develop the scheme further, particularly the education side. More focus on education about safe driving is seen as a high priority for developing the project. However, all plans for the future are dependent on funding. It is expected that the project will receive Youth Crime funding again next year, but it is hoped that additional funding could be generated to provide for costs such as rent of premises and full time staffing. Ideally it is hoped that an area with a computer, education leaflets, job opportunity information and safe driving information could be provided, to enhance links between all the various aspects of the project.

## **CASE STUDY C) - ROAD SAFETY AND SECURITY TRAINING FOR WOMEN DRIVERS SOUTH AYRSHIRE**

### **Background**

South Ayrshire Council road safety department are currently holding classes for women drivers, largely focusing on improving safety through information and practical sessions about general driving, car mechanics, accidents and emergencies. The classes are run over a period of four weeks, with each class lasting 2 hours. Classes are held either during the day, or in the evening, depending on the needs and preferences of the local women. The current content of classes involves:

- 1<sup>st</sup> Session     Understanding how a car works
  - a basic explanation with particular emphasis on early indication of potential problems
  
- 2<sup>nd</sup> Session     Preventing a breakdown  
Being prepared for an emergency  
The driver and the law
  - clarifying the law as it relates to seat belts, tyres, MOT, drinking and driving, speed limits
  - *listing essential spares, showing and discussing spares and tools which should be carried e.g. petrol, jump leads, tow rope etc.*
  
- 3<sup>rd</sup> Session     Practical Evening –  
Under the Bonnet
  - visit to garage workshop with participants to jack up car, change a wheel, inflate a tyre, check oil and water, identify items etc.
  
- 4<sup>th</sup> Session     Procedures when involved in breakdowns  
Motorway/Towns/Country Roads  
Involved in an accident – emergency procedures  
Better driving tips

### **Stimulus**

The project began in South Ayrshire around ten years ago, when the road safety training officer undertook driving and road safety training for a women's refuge in their area. Similar projects had previously been carried out in other areas of Strathclyde. Since then, the road safety training officer has carried out a number of sessions with particularly vulnerable women. The programme has expanded to carry out the classes throughout South Ayrshire. The classes have been focused in social inclusion areas of North Ayr and Girvan, as well as other areas where it is felt that women are vulnerable, socially excluded or lacking in opportunities. Most recently, the classes were held in Dailly, Maybole and Kincaidston.

Surveys carried out by the road safety unit also provided stimulus for the classes. The surveys showed that 45 per cent of drivers are women, 95 per cent of these are worried about driving alone, and 35 per cent are worried about driving in the dark. This was seen as

providing an opening for a 'basic drivers' awareness course to reduce fears and increase safety for women drivers.

### Project Management and Resources

The organisation of the classes is carried out by South Ayrshire Council Community Education department. The classes themselves are facilitated by the road safety training officer, with the exception of the practical session which is held by two workers at one of the Arnold Clark garages in Ayr. The staff and use of facilities are provided free of charge by the Arnold Clark garage, who see this as a valuable sponsorship exercise.

There are two road safety training officers within the South Ayrshire Council road safety department, one of whom is directly involved in the programme. Funding for staff time is provided through South Ayrshire Council Community Education department, with the classes being defined as a further education course. Community Education also provide funding for a qualified crèche worker during each class. The involvement of the Community Education department has also led to increased focus on the Social Inclusion Partnership areas which are considered priorities for the service.

### Project Effects

Each series of classes is evaluated through self assessment by the participants, by assessing their progress in each issue that the learning programme addresses. An example is provided below:

*Please score yourself 1 to 10 against each issue with 1 being the lowest score and 10 the highest score – placing an 'S' against where you assessed yourself at the START and an 'F' against where you assessed yourself at the FINISH of your learning programme.*

ISSUES	1	2	3	4	5	6	7	8	9	10
<i>Understanding how a car works</i>	<i>S</i>						<i>F</i>			
<i>Preventing a breakdown</i>	<i>S</i>						<i>F</i>			
<i>Driver and the law</i>			<i>S</i>						<i>F</i>	
<i>Practical – Changing wheel, tyre pressure, etc.</i>	<i>S</i>								<i>F</i>	
<i>Practical – Under the bonnet</i>		<i>S</i>						<i>F</i>		
<i>General Precautions – Travel</i>		<i>S</i>						<i>F</i>		
<i>Better Driving Tips</i>		<i>S</i>							<i>F</i>	

Participants were also encouraged to provide additional comments, with many stating that they enjoyed the company and social aspects of the classes, in addition to the educational benefits. The responses to the classes have always been positive, with most respondents demonstrating significant improvements in knowledge and practical ability.

Recent evaluation also asked participants whether the classes would be better or more convenient as a whole day, rather than four sessions. Participants preferred the convenience of two hour classes rather than a whole day, which also suited their attention and concentration spans better.

The classes have also been relatively well attended in most areas, with the exception of Prestwick where the response was lower than in other areas. The classes are limited to 16 participants, and have generally attracted between 8 and 16, with recent classes attracting eight participants in Dailly and 12 in Maybole.

### **Project Links**

The classes are aimed at providing basic information for women, which will hopefully lead to further interest in road safety from participants. In particular, the 'Better Driving Tips' session is a short discussion aimed at encouraging participants to take advanced driving lessons. At present however, due to funding constraints, the road safety training officers have not been able to follow up the sessions with any more advanced training sessions.

### **Future plans**

The future of the project is largely dependent on funding for staff time within the department. Budgets within the council as a whole, and Community Education in particular are under pressure. Consequently, there is little opportunity to expand the classes to a wider range of participants. However, at present the focus is on continuing to target Social Inclusion areas, and carrying out as many classes as possible.

## **CASE STUDY D) - EXPERIENTIAL LEARNING FOR OLDER PEOPLE SOUTH AYRSHIRE**

### **Background**

The Community Safety Trust in South Ayrshire has recently completed an experiential learning project targeted at elderly people in the North Ayr Social Inclusion area. The project involved two days of activities for participants, with various aspects of community safety being addressed through individual classes, games and activities. Agencies involved were:

- Community Health – health checks
- Disability Resource Centre – information about disability aids.
- Benefits Agency – information on benefits with individual meetings on request
- Environmental Health – hazard identification in the home
- Fire Brigade – dealing with fire in the home
- Sports Development – exercises, healthy living, etc.
- Scottish Power – heating, energy efficiency.
- South Ayrshire Council Road Safety – road safety through games

Each agency carried out their own individual activities. In addition Strathclyde Police provided an input on personal safety.

### **Stimulus**

The experiential learning days for elderly people were motivated both by initiatives in other areas, and earlier projects carried out by the Trust. The Trust had been previously involved in Experiential Learning in South Ayrshire (ELSA) and had carried out a range of projects for children using experiential learning. These had been very successful and were carried out in 45 schools throughout South Ayrshire. It was felt these could be expanded to address other age groups. In addition, the project co-ordinator heard about experiential learning for elderly people being carried out in Greenock.

In terms of analysing community need or desire for such an event however, little had been done. The project organisers generally believed that this project would be a useful idea. There was however little community involvement in the design and content of the project.

This lack of community involvement was considered one of the reasons that the project organisers found it “horrendously difficult getting people to come”. Initially the group targeted members of the community aged 55 years+. However, it quickly became clear that this was potentially too large a number to accommodate at the event, and so the scope was narrowed to those in North Ayr who were over 60 years. This totalled around 2300 people, who were all sent personalised letters with reply slips inviting them to the event. The organisers also visited all elderly groups, organisations, lunch clubs and sheltered housing in the area. However, as a result of this effort, only 15 people replied wishing to be involved in the event. This was less than one percent of elderly people in the area.

Further attempts to generate interest in the event were made. The organisers went through the phone book, finding the people previously identified from the electoral roll. This was a long and difficult process, but 500 phone calls were made, resulting in a more positive

response, with 140 – 150 people now wishing to be involved in the event. This represented between 6-6.5% of the elderly population in North Ayr. However, this approach remained “*extremely difficult and time consuming*”.

In addition to these personalised approaches, the event was publicised in the local press and through posters in local shops and community centres. In all communications it was emphasised that there would be free transport provided to and from the John Pollock Community Centre, the venue for the event.

The problems getting elderly people to attend learning events are not repeated everywhere, however. In a similar project in Greenock there was much more demand, with the event having to turn some people away. The North Ayr Community Trust project co-ordinator suggests that this can be largely attributed to the fact that Greenock has bigger, more developed elderly groups, many of whom came along as a group to the event. It is suggested that in North Ayr the problem of a lack of large, cohesive elderly groups may have led to increased difficulties encouraging participants.

### **Project Management and Resources**

The management of the experiential learning event was entirely carried out by the Community Trust. All promotion and attempts to gather participants were carried out by Trust staff, in addition to general organisation of the event. General organisation was seen as “*the easy bit*” by the Trust, compared with the difficulties getting people to participate. Free use of the John Pollock Community Centre in North Ayr (where the Trust is based) was organised, and free use of the centre’s mini buses to transport people for no charge to and from the event was also organised.

Funding for other aspects of the project came through SIP funding which was given to the North Ayr Partnership via South Ayrshire Council. Overall, it is estimated that costs for printing, phone calls, 'goodie bags' and expenses for agency representatives, totalled around £2,500.

One of the ways in which people were encouraged to attend the event, was through the gift of ‘goodie bags’ to participants, with safety related gifts such as torches, flasks, thermometers and personal attack alarms, along with a wide range of information leaflets. This was funded in part through Scottish Power sponsorship of around £300, with the rest, around £1,200, coming from SIP funding the Trust received to carry out the project.

### **Project Design**

The event was based around various groups being led by agency representatives, focusing on specific issues, with each group lasting around 15 minutes. The road safety session given by South Ayrshire Council’s road safety training officer therefore had only a short time to convey a great deal of information to the participants. It was felt that a memorable and participative way to address road safety would be through a game of bingo, based on various questions about roads, vehicles and safety. An emphasis was put on making this session interactive and involving.

Events focusing on experiential learning for elderly people are carried out throughout South Ayrshire, managed and organised by South Carrick Crime Prevention Panel, rather than the Community Safety Trust of North Ayr. Events have recently been held in Maybole and also in Girvan, another of South Ayrshire’s social inclusion partnership areas. The road safety group in Girvan followed the same lines as that at North Ayr, and was again led by South Ayrshire road safety training officers.

The importance of not patronising the participants was stressed by the road safety training officer - this group would generally feel that they are experienced enough to know a lot about road safety. An informal atmosphere was created through the training officer acknowledging the experience of the elderly participants, and instead focusing on the changes in traffic volume, style of driving, and speed of traffic throughout their lifetime.

Questions about stopping distances, dates of legislation such as compulsory seatbelts, breathalyser limits etc, provided useful starting points for further discussion and informal discussion about safety. By asking the participants about their perceptions of road safety in the local area, the training officer also received valuable information about the success of previous road safety engineering measures. For example, when asked about the recent physical changes to road layout within Girvan, the response was overwhelmingly negative:

*“Henrietta Street and Main Street are like death traps”*  
*“You can spend 10 minutes waiting to cross the road.... you can’t see a thing that’s coming for the parked cars”*  
*“You’re not even safe on the pavement, lorries going by sometimes drive with their wheels on the pavement”*  
*“The one way system has turned the road into a racing track!”*

This provided useful information for use by the road safety department in their educational or promotional activities.

*Bingo example:*

3	Most accidents take place within 3 miles of home	42	1942 - Year in which Kerb Drill was launched
12 million people aged 60+ in the UK	12	1986 – Year in which seatbelts made compulsory	86
7	7 seconds to cross 7m pedestrian crossing	67	Drivers must be able to read car registration from 67 ft
40 feet stopping distance at 20 mph	40	80 mg of alcohol maximum to pass breathalyser test	80

**Project Effects**

The Community Safety Trust event organisers originally intended to have the project externally evaluated, with all effects and outcomes measured. The external evaluation was intended to give an objective evaluation of the project in North Ayr, allowing the organisers to apply to the Council for support and funding to run the project on an Ayrshire wide basis. It was envisaged that the Trust would charge the Council a management fee for undertaking

this project, providing funds for the event. It is hoped to externally evaluate the project in the future.

It was felt that an 'exit poll' or questionnaire given to the participants would not be very helpful, as the organisers felt that the participants "*just give you the answers they think you want to hear*". However, interviews with two of the elderly participants suggest that the event was seen as both enjoyable and useful, despite participants feeling that they did already know a good deal about road safety.

### **Project Links**

At the event, local children from nearby secondary schools were involved as guides to show the elderly participants from one group to another. This was aimed at increasing links and understandings between young children, mainly aged 14 to 16, and elderly people. This was felt to be more productive than attempting to link the event with the experiential learning events for younger children, generally 8 to 11 years, as it was felt that the younger children already generally had a better relationship with elderly people than young people in older age groups. The young people participated in the discussions and activities, and so learned about some of the feelings and concerns of older people.

### **Lessons Learned**

Although the event was largely successful, the work involved in getting older people to participate made organising the event very time consuming and expensive. Through analysing need and demand for road safety training and information among the local community prior to organising the event, organisers would obtain a guide as to how much promotion and effort would be needed to attract participants to the event. Expenses and staff time costs for the project could then be calculated more effectively and accurately.

### **Future plans**

The Trust is planning to run the event again this year. The participants of last year's event will be contacted again, along with more publicity, including phone calls, posters and press advertising. The event will have a similar focus on community safety, but will make an effort to provide new information in a new and different way in order to attract both the participants from last year, and new participants.

In addition, the Trust is in discussion with Fife Council, who are planning to run similar experiential learning programmes for older people in Dunfermline, Kirkcaldy and rural areas.



## **CASE STUDY E) - EDUCATION CENTRE FOR COMMUNITY SAFETY IN EDINBURGH AND LoTHIANS (ECCSEL)**

### **CITY OF EDINBURGH, WEST LoTHIAN, EAST LoTHIAN AND MIDLoTHIAN**

#### **Background**

ECCSEL aims to provide an interactive community safety resource for all people living in and visiting the Lothians. It is targeted at people of all age groups and is currently being developed by a multi agency consortium covering the Lothians. Membership of the ECCSEL Working Group is presently drawn from:

<b>Voluntary/Private Sectors</b>	<b>Local Authorities</b>	<b>Joint Boards</b>
Edinburgh Community Safety Partnership	City of Edinburgh Council	Lothian & Borders Police
West Lothian Community Safety Partnership	West Lothian Council	Lothian & Borders Fire Brigade
East Lothian Community Safety Partnership	East Lothian Council	Scottish Ambulance Service
ASDA	Midlothian Council	Lothian Health
Risk management Partners Ltd		
Scottish Power		

#### **Stimulus**

This 'Inter-Council' approach to developing community safety training and education is aimed at providing a more cost effective and co-ordinated approach to the current 'Crucial Crew' programme, through long term sharing of resources. The centre is currently in its development stages, but when completed aims to take forward the idea of experiential learning through the wider adaptation of the 'Crucial Crew' programmes currently in operation for Primary 7 school pupils around the Lothians.

The Crucial Crew model involves different agencies - the police, fire brigade, ambulance service and road safety officers providing 'real life' scenarios for children to experience and learn from. At present, however, many people are denied access to this kind of service due to the ad hoc nature of delivery, the lack of funding, increasing demands on time and resources, and the problems moving, constructing and dismantling the various sets.

ECCSEL therefore aims to create a permanent Crucial Crew training and education resource, providing a more cost effective, co-ordinated and coherent approach, offering opportunities to all people in the Lothians to attend the centre.

The aim is to offer a variety of services to different age groups and to address a diversity of issues, including those specific to women, young people, elderly people, disabled people and people from all ethnic groups.

A specific approach to target Social Inclusion areas will be co-ordinated through Social Inclusion Partnerships in Edinburgh and the Lothians, who will link up with ECCSEL to promote the centre and attract funding for groups to attend. The centre will be bookable by groups, including schools, youth groups, women's groups etc.

The centre itself will be based around a 'life size' village constructed inside a 10,000+ square foot unit, with various shop fronts, houses and vehicles, as well as scenarios including a railway siding, a farmyard and a building site. These life-size scenarios are aimed at providing real life situations to teach people how to keep safe in their everyday lives.

The idea is largely based on the 'Streetwise Safety Centre' which has been developed in Bournemouth by a similar multi agency partnership initiative between the local authorities, emergency services, voluntary and private sectors. The Bournemouth Centre has attracted much media attention, and has had many visitors since its opening in January 1999.

In addition, the experiential learning site in Priesthill, Glasgow has provided some motivation for developing a similar initiative in the Lothian area. The Glasgow 'Child Safety Centre' is located in a wing of Burnbrae Primary School in Glasgow and is managed by the Community Safety Centre, with support from the Education Department in Glasgow, Strathclyde Police, and Strathclyde Fire Brigade. Pupils learn about road safety through both practical scenarios and briefings to judge their reactions to the situations. At present links between the Child Safety Centre and Social Inclusion Partnerships are largely focussed on SIPs providing free transport to the centre for groups in the area. However, it is hoped that in the near future closer links can be created between the SIPs and the safety centre.

### **Project Management and Resources**

The Scottish Executive through its 'Making Our Communities Safer' Challenge Fund has committed £250,000 funding over two years to ECCSEL. In addition, funding has been generated from the four local authorities and the private sector, with ASDA, Scottish Power and Risk Management Partners Ltd contributing funds. The Lothian and Borders Fire Brigade has committed one of its staff on full time secondment to the centre, while Lothian and Borders Police are currently considering what staff commitments they will be able to make.

Further funding will be generated through sponsorship of specific learning scenarios, such as the 'leasing' of a shop front, and advertising in shop windows, on lampposts, on bus shelters etc. It is also intended to offer 'training' facilities to service providers and the private sector in relation to issues such as theft, shoplifting and dealing with aggressive customers.

### **Project Design**

Overall it is anticipated that the ECCSEL centre will contribute to Scottish Executive policies on Community Safety, Youth Crime, Social Inclusion, Reductions of Incidents of Fire, Road Safety, Best Value and Community Planning. Through attempting to enhance personal safety education for school pupils, as well as contribute to lifelong learning initiatives for adults, it is hoped that ECCSEL will provide a model of best practice for all aspects of safety education in Edinburgh and the Lothians. Specifically in relation to road safety, the centre will complement and assist with Police road safety campaigns, and also rail safety initiatives through the British Transport Police and rail and train companies.

At present, the learning scenarios to be within the centre are being developed. Road safety will feature strongly in the centre, through experiential learning sets involving pedestrian

skills and safe driving. The ECCSEL centre will also provide conference and classroom facilities, allowing for further learning about specific issues.

### **Project Links**

Although the ECCSEL project is still very much in its development stages, links with the Edinburgh SIPs have already been established, with a view to them being involved in providing financial assistance to groups hoping to attend the centre. For example, the South Edinburgh SIP aims to make its Small Grants fund available to local groups of people wanting to visit ECCSEL, and is currently looking at the possibility of also making their Local Learning fund available. Once the centre is operational, the South Edinburgh SIP is particularly interested in developing road safety for elderly people, both in conjunction with the centre and through independent initiatives.

In addition, the multi agency Edinburgh Community Safety Partnership (ECSP), which seeks to involve all the Social Inclusion Partnerships in Edinburgh, as well as other agencies aimed at promoting safer neighbourhoods, is involved in promoting the ECCSEL centre.

### **Future Plans**

The ECCSEL project has appointed a Project Manager to take forward the development of the centre, and is attempting to identify an appropriate site and suitable designs for the centre. It is anticipated that the centre will be in operation by between 2002 and 2003.

Initial consultation with agencies on the Working Group is currently underway, regarding the issues to be addressed within the centre. Following on from partnership discussions, extensive community consultation will be developed and carried out. In addition, joint work will be undertaken on curriculum development with the Royal Society for the Prevention of Accidents (RoSPA).

## **CASE STUDY F) - LOCAL ROAD SAFETY INITIATIVES - GREATER EASTERHOUSE AND THE GORBALS GLASGOW CITY**

### **Background**

Safe Greater Easterhouse and Safer Gorbals are just two of the local initiatives in Glasgow which focus on Road Safety as part of community safety. This study focused on the innovative activities of Safe Greater Easterhouse, while also drawing on some of the initiatives run by Safer Gorbals.

Safe Greater Easterhouse is a private limited company and registered charity set up to focus on all aspects of Community Safety in the Greater Easterhouse area. Core funding is received through Greater Easterhouse Partnership, Glasgow City Council Social Inclusion Budget and Greater Glasgow Health Board. In addition to addressing many issues such as crime, fear of crime, anti-social behaviour and safety in the home, Safe Greater Easterhouse addresses road safety issues both at a general and a specific level.

Safe Greater Easterhouse works closely with the Glasgow City Council Road Safety Unit in order to promote a wide range of road safety issues, through leaflets, public information stalls and other promotional methods. However, SGE has also been involved in a variety of innovative road safety initiatives specifically targeted within the Greater Easterhouse area.

Safer Gorbals also focuses on community safety, and its aim is “to make Gorbals a safer place to live, work and play”. The Safer Gorbals project has close links with the Gorbals Social Inclusion Partnership, which has identified community safety as one of its key themes. Safer Gorbals plans to address the safety issues which are identified by the Gorbals SIP in the year 2001 to 2002.

### **Reflective Waistcoats Programme**

To address road safety at a young age, Safe Greater Easterhouse provides all Primary One children in each of the 23 schools within the 15 communities of Greater Easterhouse with reflective yellow safety waistcoats. The waistcoats are issued each year around October to allow the children to be clearly visible during the dark mornings and evenings of the winter months. The children each receive a ‘goodie’ bag with leaflets and further information about road safety along with their waistcoat. The schools are also encouraged to use this as an opportunity to talk to the pupils and enhance road safety awareness. This was carried out in conjunction with the Glasgow City Council’s Road Safety Unit, who provided literature and reflective pencils for the bags.

In addition, the schools are given £30 each in order to run a competition to encourage children to wear their waistcoats. This project has been running annually for a number of years. It has been able to demonstrate considerable success with virtually all children wearing their waistcoats to school, and parents supporting the initiative. The co-ordinator of Safe Greater Easterhouse comments:

*“We get parents calling us up, asking when their children will be getting the waistcoats, and we get enquiries from other areas asking if we sell them...”*

Only two schools in the area have declined the opportunity to run and support the scheme, although they have still received the waistcoats for the children.

Safer Gorbals, in partnership with Glasgow City Council Road Safety Unit, also runs a similar reflective waistcoat project. In addition, Safer Gorbals recognised that the older children in primary four to seven may be reluctant to wear the waistcoats. Zip puller reflectors and reflective stickers for trainers were therefore designed as alternative ways for the children to wear reflective clothing. These proved popular with the children, as they have previously in other areas such as Easterhouse, Castlemilk and Pollok. Reflective tags for bags or jackets were also designed in a more subtle style for adults and elderly people. These activities were supported by Glasgow City Council Road Safety Unit, through the provision of stickers, leaflets and information for parents.

### **Project Management and Resources**

The waistcoats and £30 incentive prizes are funded annually through Glasgow City Council from the Bishop’s Wood Local Area Budget as a grant to Safe Greater Easterhouse. The bidding and reporting to maintain this grant is made annually by Safe Greater Easterhouse and considered each year by a local area committee that comprises local councillors and other community representatives. The Local Area Budget, which has a total annual budget of around £150,000, provides funding towards capital costs of a variety of small local projects.

The total cost each year for the Reflective Waistcoat Initiative is estimated at around £3,000, and provides waistcoats annually to around 600 primary one schoolchildren. Many of the waistcoats are retained in the family and used by the children for several years until they eventually outgrow the garment or pass it on. The style of waistcoat used allows for varying size and maximum use. For each primary one child to receive a reflective waistcoat is seen as a sound and safe investment.

### **Cycling Safety**

Safer Gorbals has tackled cycling safety in the local area at a variety of different levels and age groups. For primary age children, a project was piloted over the 2001 Easter break. ‘Cycle Pit Stop’ classes were organised, where cycles were checked with minor repairs and security stamping being carried out free of charge by a local cycle company.

Four workshops were held for 5 to 16 year olds by the Police and Safer Gorbals to promote road sense and safe cycling. The initiative provided classes and experience which built up to a cycle run for all those involved. The workshops were held at Blackfriars Primary School, which has previously been awarded a grant to develop a detailed mini road system in its play area.

Over Easter this project was well attended, with over 30 children participating, leading to the project being planned again for the summer break this year.

Cycling training and experience has also been provided at a younger age, with Safer Gorbals providing all three local nurseries with a painted road layout for practice, and cycles for the young children. The children then get the opportunity to play and learn road safety at the same time, beginning safety instruction at an early age.

These activities all built upon the National Cycling Proficiency scheme, provided by Glasgow City Council Road Safety Unit at three of the four primary schools within the Gorbals. Cycling and road safety are actively promoted by the Road Safety Unit, through sessions teaching school children both theory and practical aspects of cycling safety.

### **Local Redevelopment: Road Safety**

Safe Greater Easterhouse in partnership with Glasgow City Council is actively pursuing the production and development of a road safety profile of the entire area of Greater Easterhouse. This will map and highlight road safety issues that can be used as a basis for road safety improvement initiatives that will involve other local agencies working in partnership with the community.

For example, an area of Blairtummock in Easterhouse has particular road safety problems. A major problem is congestion involving traffic volume, dropping off children, and on-street parking. The concentration of a Youth Centre, two schools, crèche facility, nursery, play area and football pitches all within a small area on Aberdalgie Road has made the area very busy at certain times of the day, particularly with the volume of young children and traffic congestion. This has made the area a specific concern.

It was agreed that something needed to be done about this area. It was also agreed that although this was primarily a road safety issue, any potential solutions would have to take into account the wider needs of the area, including redevelopment and landscaping.

An Action Team has been developed involving different agencies, community groups and individuals.

Included in developing the project so far are:

- The local Blairtummock Housing Association management team.
- SME Environmental Improvements, a training and job opportunity initiative set up by Greater Easterhouse Development Company as a trading operation to create training and job opportunities for local unemployed people.
- Senior Strategy Officer, Roads Department, Glasgow City Council.
- Greater Easterhouse Partnership.
- Local Councillor and community representatives.

The idea is to create innovative and cost effective solutions that might not be possible using the conventional approach of selecting and briefing a Consultancy. It is felt that through creating an action team, the project addresses the immediate road safety issues, and also involves other professional experts from a variety of fields who may not otherwise be included. This means that the project should encompass the wider issues and implications affecting the area, through allowing local agencies to add value to the project and enhance the outcomes.

In terms of community consultation, the project aims to involve not only the local housing association, but also school pupils, parents and young people using the youth centre and football pitches. At present, however, the project is still in its early stages, with only two meetings of the action group having been held.

The project has both long term and short term aims - both from the perspective of road safety and of wider environment and development issues. In the short term, it is hoped that a solution for the road safety and congestion problems can be developed and implemented during the summer break, in time for the schools and nursery returning. These will probably be interim measures, such as double yellow lines and other, easy to introduce, traffic control measures.

By October, it is hoped that the longer term solution and physical alterations to the road and surrounding area will be fully planned, so that essential works can be carried out during the October school break. For example, the schools may have pedestrianised walkway access with a separate car parking, and traffic calming measures may be implemented on Aberdalgie Road. The measures have not been planned in detail as yet, but it is recognised that in Greater Easterhouse car use is increasing, and road design and traffic/ pedestrian management need to be adapted to suit this. It is felt that the council's strategy of promoting walking, cycling and use of public transport is more of a long term vision than something which can be practically addressed at present. The road safety measures will be supported and complemented by environmental improvements, play areas and landscaping.

### **Project Management and Resources**

To date the precise workings of this initiative have not been finalised. There are suggestions that funding could be generated through the linking of a number of partners to support the redevelopment. It is hoped that agencies such as Scottish Enterprise and Scottish Homes may be interested in supporting the project, as well as possibilities of funding from Glasgow City Council and the Scottish Executive.

### **Future Plans**

As Greater Easterhouse continues to redevelop, road safety is expected to remain a community safety priority within the area. This is due not only to Safe Greater Easterhouse activities, but also because Community Safety remains a priority for Glasgow City Council with local councillors heavily involved in promoting this. For Greater Easterhouse as a whole, attempts are being made to draw up a map of the area, identifying all the road safety and general community safety issues. This is being achieved through consultation with the 15 communities within Easterhouse, in order to identify a long term community safety and specific road safety strategy.

The major focus for the future will involve translating these strategies into 'innovative and different approaches' to addressing safety issues including road safety, which are seen as arising through effective partnership, identifying best practice, added value and best use of resources.

The Safer Gorbals project has immediate aims in the future of looking at improving road safety among older children aged 11 to 14. A major focus in Safer Gorbals is on developing new ways of involving children and young people. A preliminary idea is to take the young people on a day out to a rural, traffic free area and then taking them on a walk around the city, comparing the experiences of each area.

Other future ideas were providing young drivers with a ten point check when they pass their driving test, covering issues such as safety, drink driving, speeding etc, and perhaps providing a bonus to young drivers who keep a clear licence for two years. However, it is felt that this is perhaps something which would need to be developed on a wider, national basis, rather than just within the Gorbals, for both practical and funding reasons.



## **CASE STUDY G) - 'THE CALEDONIAN CIRCUIT' REGENERATION SOUTH LANARKSHIRE**

### **Background**

Rutherglen & Cambuslang Housing Association is currently in the process of regenerating the Caledonian Circuit area of Cambuslang. This regeneration involves redesign of the neighbourhood, with road safety concerns being central to both residents and planners.

In 1996 the Caledonian 'Circuit' housing scheme was transferred from Glasgow City Council to Rutherglen & Cambuslang Housing Association. At this time there were 175 tenants occupying 220 tenemental flats in the estate. The area known as 'The Circuit' in Cambuslang has been recognised for many years as one of the most deprived and run down areas of housing stock within the Rutherglen and Cambuslang area. The houses had been originally built in the 1930s and 1940s, and were in serious need of improvement or demolition. The long term aim of Rutherglen & Cambuslang HA was to improve the poor image of the estate and the social and economic prospects of the residents.

In order to provide a long term strategy for the regeneration of the Circuit estate, a *'Masterplan for Regeneration'* was produced by the housing association, architects, surveyors and engineers in partnership with funding authorities and the local community.

Two different stages of regeneration were decided upon:

- 1 Modernisation of existing buildings – these were popular due to size of flats and views over Glasgow. The buildings were completely modernised and improved, which enabled some tenants to keep their existing homes.
- 2 Demolition of flats and building of houses in various stages – with the aim to accommodate all existing tenants before advertising outwith the area for homes both to rent and to buy at reasonable prices.
  - first phases to be completed by summer 2002 (some houses already built and tenants moving in over next few weeks)
  - final phases to be completed by summer 2004

It was recognised that the first stage of modernising the existing buildings was not a cost effective solution to providing quality housing, and so the remainder of the area was to be demolished and rebuilt. The housing regeneration has also been accompanied by social regeneration projects, such as a youth training project.

### **Stimulus**

The Circuit area was therefore identified as being in need of regeneration on a large scale. Particular problems were identified within the estate, with poor road access and speeding traffic being seen as major problems. The existing road system was dangerous and inappropriate, being arranged in two large 'circuits', with numerous routes in and out of the estate. Local residents had worries about cars speeding round the circuits, and people stealing cars and racing round the Circuit. As one resident comments:

*“...there were so many ways in and out of the Circuit, that joyriders could come into the estate and go out different ways, particularly if the police were following them”*

In addition to problems with joyriders driving round the estate, the local residents felt that the main road just outwith the estate, Westburn Road, was also dangerous:

*“There’s not been many really serious accidents within the estate, but just recently a boy was knocked off his bike going down Westburn Road. I remember one boy losing his leg because of an accident on that road while I was at school... A bit more recently three young boys died when they were joyriding.”*

Road safety concerns were therefore very important to residents within the Circuit, although often this was due to perceived danger of speeding cars rather than actual high occurrence of accidents. Although Rutherglen & Cambuslang Housing Association’s director suggests that the new standards for street design in new housing build areas would have had an influence on the design of the roads, additional influence came from the tenants identifying road design and safety as a clear problem.

## **Project Design**

Architects were commissioned in 1997 by Rutherglen & Cambuslang Housing Association in order to produce an overview of how the area could be regenerated in phases of development. The report suggested that the “road distribution network is totally inept” and “traffic safety is a major local issue”. Through meetings with the community, the local residents identified the problem of road safety, and architects provided ideas which were fine tuned through consultation between tenants, community police, architects and the Housing Association.

The police were involved in the design stage largely through their ‘Secured by Design’ initiative, in which the police provide advice on safer ways of designing neighbourhoods. This includes not only house design and security, but also road design, situation of paths, situation of play parks, etc. Road safety therefore becomes part of the general safe design of neighbourhoods. The design was also cleared with the Fire Brigade, to ensure that necessary access to houses remained.

The main aim of the road design was to break up the circuit to slow down traffic and to prevent joyriding. The final design created a series of cul de sacs, roundabouts to slow the traffic, along with speed tables and indents. With a new one way system, there is also now only one way in and one way out of the estate. This should reduce the joyriders and other speeding cars cutting through the estate.

Parking was provided “off the street”, with two parking spaces in each house. Although car ownership in the area is low, spaces were provided for visitors to park and to allow for increasing car ownership over time. This was suggested by the local residents, who were worried about cars parked along the main street:

*“The shop is just across the main road, so you have to peek out from behind the parked cars to see if there’s anything coming... If the cars are parked off the road it’ll make it much clearer and easier.”*

## **Project Management and Resources**

Funding for the regeneration of the Caledonian Circuit has come from a variety of sources. ASPIRE, Rutherglen & Cambuslang Housing Association's subsidiary company, has provided funding, in addition to Scottish Enterprise Lanarkshire providing funding for the road alterations and diversions. It is hoped that funding can also be achieved from the National Lottery, in order to build a new neighbourhood centre within the Circuit area.

## **Project Effects**

The project is still underway, with residents still in the process of moving into their new houses. However, the Chair of the Estate Management Board – set up to provide a vehicle for residents to oversee the management of the area - suggests that “everyone is happy with the result”, of both the road layout and the housing. Road safety was seen as a major problem prior to the regeneration, and it is hoped that on completion of the project, the area's roads will be much safer.

Rutherglen & Cambuslang Housing Association aims to obtain feedback on the overall regeneration of the Circuit, covering issues such as housing and road design. This will be carried out immediately after all the residents move into the houses and again after one year when any problems may have emerged. The Circuit's residents will also be regularly surveyed every four years, as are all of the housing association's tenants.

## **Project Links**

Through the ‘Secured by Design’ initiative, road safety has been integrated into the process of creating safe neighbourhoods

The Rutherglen & Cambuslang Housing Association director felt that a great deal of the focus on road safety was due to the involvement of an enthusiastic Community Safety Officer:

*“He was very interested in road safety, and was always keen and helpful. He wanted to turn some of the area into a cycle area away from the road for the kids, because they used to cycle round the circuit”*

On completion of the project the Estate Management Board and Housing Association both hope to tie the regeneration in with promotional aspects of road safety. Suggestions by the Estate Management Board include road safety talks at the local primary schools, and organising a police visit to the community centre to promote road safety.

## **Lessons Learned**

The project has so far been perceived as very successful, and is going largely to plan. However, an unfortunate accident has provided the opportunity for serious lessons to be learned. A local child was injured in what could have been a very serious accident at the building site on the estate. The area in which the accident took place was previously the

football ground, and was being redeveloped as houses. The area for children to play had therefore been taken away, with no alternative areas provided, until the completion of a play park planned for a later stage in the new building programme. While there were no alternative play areas, children have been more inclined to play in the building site areas - obviously a dangerous place to be. Although local children had been educated on the dangers of playing on building sites, clearly the temporary lack of a play areas caused additional problems in this case.

### **Future plans**

At present, the regeneration project remains in its initial stages. It is hoped that if all goes well, the regeneration will be complete within the next three years. Much of the major work in demolition and rebuilding of housing in the area is still to be completed, in addition to further road redesign and provision of car parking areas. In addition, Rutherglen & Cambuslang Housing Association is hoping to receive grants from South Lanarkshire Council to build a roundabout at the entrance to the neighbourhood, which is not directly within the Circuit area.

The Housing Association also hopes to be able to keep residents interested in the community in the future, despite the building of houses having been completed. It is hoped that the community centre may be used to provide road safety education to young children once the regeneration is complete, and that interest in the Estate Management Board and community as a whole will be maintained, even after completion of new housing.

## **CASE STUDY H) - KIRKTON, DUNDEE AREA REGENERATION**

### **Background**

Balgowan Avenue is within the Social Inclusion Partnership of Kirkton, Dundee. The neighbourhood is currently in the process of being redeveloped to enhance road safety and environmental design. This is part of the Kirkton Area Regeneration Strategy which is aimed at developing a long term physical, social and economic strategy. This involves extensive community consultation, task groups, community conferences, and community groups.

The development of a Community Regeneration Strategy for Kirkton was central in establishing Kirkton as a Priority Partnership Area (now SIP) in 1996. This has been built upon to provide a clearer and firmer base to work from, focusing on partnership and synergy between public departments, voluntary and community groups and the private sector.

As the estate is being comprehensively redeveloped, attempts are being made to link housing, environmental improvements, access, security, retail and road improvements, in an integrated approach to redevelopment.

In accordance with SIP and Priority Partnership Area guidelines, the overall strategy for the Kirkton area is based on themes of Stability, Sustainability, Prosperity and Empowerment.

### **Stimulus**

The Balgowan Avenue road improvements were largely driven by pressure from residents. The local community has been actively involved through the Social Inclusion Partnership in identifying and prioritising issues, and in generating possible solutions.

In the summer of 1998, four evening meetings were held with Kirkton's six Residents Associations, other community groups and Tayside Police, in order to identify the main issues that residents were concerned with. Questionnaires were also distributed to members of the community. One further consultation event was held in October 1998 to confirm with the wider community the findings and priorities which had been established during the summer.

Four main objectives were identified from this consultation:

- Improve Security
- Establish Safe Routes
- Strengthen the Central Core
- Improve Community Spaces

In terms of 'Establishing Safe Routes', the major issue was the widespread problem of speeding traffic cutting through the residential areas. Establishing a network of safe pedestrian and cycle routes was also a priority issue.

## **Project Design**

Once Balgowan Avenue as a whole had been identified as a problematic issue within the community of Kirkton, further meetings with all six residents groups were held in order to identify the particular issues of concern. Although there was one residents group, which covered the area directly adjacent to Balgowan Avenue, it was felt that all groups should be involved, as this was a community wide concern.

*Balgowan Avenue previously ran straight through the middle of the area of Kirkton, splitting it in two. The road was a dual carriageway with electricity pylons down the centre. In addition to creating road safety problems, the road also dominated the whole neighbourhood. Balgowan Avenue was also an important route to the whole of Dundee, providing an East-West route, which avoided the city centre.*

The option favoured by the community was to 'down-grade' Balgowan Avenue, due to the problems with speeding and crossing the road. It was recognised that speeding traffic had long been a problem, despite past efforts to slow traffic and provide safer crossing facilities for pedestrians. This is a particularly concerning issue for the community because of the extensive use of the road, particularly children attending the local primary and secondary schools. The removal of the pylons down the centre of the road, by Scottish Hydro Electric, was also seen as offering wider scope to achieve a solution.

Four options for changes to Balgowan Avenue were developed, based on the issues identified by the local community. These ranged from radical to simple changes to road design and layout, focusing on changing the road layout, which was originally completely straight for 1.5 kilometres. Ideas generated by the local community were used in the plans, and the finer details were developed by the town planners and roads engineers.

The final option decided upon involved five main changes to Balgowan Avenue:

- Balgowan Avenue traffic to give way to Derwent Avenue traffic.
- Zebra crossing situated just before give way.
- Dual carriage way slimmed to single carriageway for part of road.
- Trees along edge of road to decrease line of vision.
- Cycle lane created along edge of road.

Works to Balgowan Avenue were seen as being part of a series of improvements for pedestrians and cyclists, combining into a network of community arterial routes linking facilities, services and housing. Five stages of development were identified, with Balgowan Avenue being dominant in stages one and two, while by 2002 to 2004 other issues will be addressed, including congestion on adjoining roads and poor junction layouts.

## **Project Management and Resources**

Funding for the 'Establishing Safe Routes' aspect of the regeneration project was achieved from Scottish Enterprise Tayside (£495,000 over five years), from Scottish Homes (£40,000) and from the City Council Planning and Transportation Department. In addition, £156,000 was received through the European Regional Development fund, through presenting the

project as creating a community arterial route, which would link facilities and provide access and opportunities for all.

Further bids are being made to fund the project, through the support of the Paths for All Initiative, with match funding being supplied by Dundee Council Planning and Transportation Department. As the area has SIP status there were more opportunities for funding, allowing the area to be more proactive in its attitude towards road safety, while other areas in Dundee have to respond to accident figures in a reactive manner.

In total, it is estimated that the five stages of development, in terms of establishing safe routes will total £843,000. The total cost of all aspects of the Kirkton Area Physical Regeneration Programme is estimated at £4.8 million.

## **Project Effects**

The project is still in its second phase of completion. It is still too early to begin evaluating the impacts. However, a traffic count and speed check has been conducted at the middle of Balgowan Avenue, both before and immediately after some of the changes had been introduced. Surprisingly, the speeds of cars both before and after the changes at this point have, however, remained exactly the same.

This is explained by the fact that the changes have largely taken place towards either end of the road, and the middle remains straight dual carriageway. It is expected that had speeds been measured at the area of the give way and zebra crossing that they would have been dramatically reduced. Further changes are planned and being carried out for Balgowan Avenue, and more positive results in terms of speed are hoped for in the future.

Volume traffic counts have also been carried out to establish whether the measures have reduced traffic numbers – though at the time of writing, still too soon to say. Volume counts will also be taken in adjacent and alternative routes, to examine whether traffic has been displaced elsewhere, and may now be causing problems in other areas.

In terms of landscaping however, there has been a significant improvement to the appearance of the neighbourhood. There have been initial problems with the spare land created from narrowing the road, which has become a popular area for young people to gather. There are plans to improve these areas to make them more attractive and less desolate in appearance.

The community response has been varied, as has the response from people all over the city. Balgowan Avenue is an important connecting road, and so changes can have a wide impact. For example, through traffic is slowed by buses pulling over in bays where the dual carriageway goes down to one lane. This means all traffic is slow or stopped behind buses, which stops speeding. However, although this is effective in slowing traffic, drivers who were used to previously using the road, as a fast route can perceive it as 'a real nuisance'.

The local residents, despite their initial worries, have now accepted the changes, but some still have mixed feelings. For example, one resident who was heavily involved in the design of the project commented: *"it's a bit over the top!"*. However, the Chairperson of the Haldane Area Residents & Tenants Association (HARATA) states that:

*“I personally am of the opinion that Balgowan Avenue as it stands at the moment is a credit to all those involved in the programme since day one...”*

*“...once the landscaping is completed and the work is finished all those who supported the project can give themselves a big pat on the back”*

The HARATA Chairperson goes on to state that he is not aware of any serious problems or complaints existing about the road redesign, apart from “*being stuck behind a bus which takes a massive two minutes to cover the Avenue*”.

## **Project Links**

The physical changes to the road design at Balgowan Avenue have been linked with promotions relating to road safety in the local schools. The Community Safety department is involved in promotions, distribution of leaflets and visits to schools and other public places in order to promote road safety.

This has taken place throughout the City of Dundee, rather than specifically within Kirkton. In local schools in Kirkton, children have been taught how to use the zebra crossing on Balgowan Avenue, in conjunction with other road safety advice.

In addition, it is hoped that some sort of driver education can be promoted, in order to inform and remind drivers about the use of zebra crossings. There is only one other zebra crossing in Dundee and it was felt that many drivers may not be accustomed to using this type of crossing. As a Town Planner comments about the newly installed zebra crossing:

*“...there were kids waiting to cross, but some of the drivers weren’t stopping. It was wet and there was dirt all over the crossing because of the works going on so you couldn’t see it that well, but still... The only other zebra crossing in Dundee is up at the hospital, so if you’ve not been up that way you could have never come across them before...”*

This was just after the crossing had been installed, and was during other changes being carried out on the road. Once all the changes have been made and the drivers educated about the crossing, it should be more effective.

## **Lessons Learned**

As the changes in Balgowan Avenue were about to be implemented, the residents group who lived along the edge of the road began to express worries about the proposed changes. The residents were particularly worried about the proposals to change dual to single carriageway. It was felt that this change may actually increase accidents, due to pedestrians being accustomed to one way traffic on each side of the carriageway. The feelings against the proposed changes were so strong that this actually resulted in the Roads and Transportation Department receiving a petition from the residents against the alterations.



The project co-ordinators were particularly confused by this petition, given that the proposals were directly based on and led by local residents' suggestions. However, a public meeting was held to find out the residents' views and explain any confusion. All residents, residents groups, and petitioners were invited along, and the changes were discussed and fully explained. The residents then accepted the changes, but this event had highlighted a lack of understanding between the residents and the town planners. A clear lesson learned from this project is the necessity of creating a visual image of what the proposed changes will actually look like, as it is believed that it was inability to imagine what the plans on paper would look like in practice which led to this last minute backlash against the plans. In any future projects, the aim would be to use more 3-D visual aids to allow everyone to envisage what changes will look like in practice.

### **Future plans**

After the physical changes are complete, there are plans to provide education for drivers, particularly in relation to the use of zebra crossings. Further evaluation of the success of the project will be carried out, through community responses and traffic analysis.

There remain three further stages of development within the five year Kirkton Regeneration Programme, and each stage involves further road safety improvements within Kirkton, in addition to improving cyclist and pedestrian arrangements, parking and improving access.

## **CASE STUDY I) - SPORTS SCOTLAND ROAD SAFETY INITIATIVE INVERCLYDE**

### **Background**

Inverclyde Council Road Safety Unit, Education Department and the Police have formed a working group to address road safety within the Inverclyde area. Through this working group, links between education and road safety have led to a project involving Sports Scotland, bringing together health, sport, safety and education.

Sports Scotland are currently piloting its '*Active Primary School Co-ordinators*' initiative in five areas throughout Scotland – Inverclyde, Perth and Kinross, Stirling, East Lothian and West Lothian. The overall aim of the co-ordinators is to promote healthy activity among primary school pupils. However, each co-ordinator is encouraged to set their own priorities and aims, within general guidelines provided by Sports Scotland. As a result, the co-ordinator in the Inverclyde region has focussed strongly on promoting road safety in conjunction with active walking and cycling, whereas the other four areas have concentrated on other issues.

The Sports Scotland representative works in seven 'New Community Schools' in Inverclyde. Community Schools were launched in Scotland in 1999, and are aimed at raising standards and tackling social exclusion. They aim to bring additional resources to disadvantaged areas, and provide a range of services including education, social work, family support and health education and promotion services.

A key aim of the Community Schools initiative is to ensure that expert advice is on hand within the schools, rather than a system of referrals to other agencies. Within Inverclyde, two secondary and ten primary schools are community schools.

### **Stimulus**

As the Co-ordinator was keen to promote road safety linked with healthy walking and cycling, a pilot survey, using a questionnaire was carried out in two primary schools in order to gather parents' and pupils' views about travelling to school.

The questionnaires used were based on the 'Safer Routes to Schools' brochure, are very simple, asking about preferences for travelling to school, and factors affecting how pupils travel. Pupils were asked two questions, one asking how they travelled to school in the morning, and one asking how they would like to travel to and from school. Although the responses showed that no children travelled to school by bike, the pupils indicated that 54 per cent would like to travel to and from school in this way. In addition, at least 50 per cent of children who travelled by car would prefer not to, with only 10 per cent of children indicating that they would most like to travel by car.

A questionnaire was also distributed to the parents at the two schools. Although one school had a relatively small response rate of 16 per cent for the parent questionnaire, Ravenscraig Primary School had a more positive response rate of 64 per cent. This is seen as an unusually high response rate by the Co-ordinator, and suggests that road safety is a major issue for the parents at this school.

The Ravenscraig Primary School results highlighted that although 75 per cent of children live within one mile of the school, 46 per cent travel to school and 38 per cent from school, by car. Parents were asked to identify the main factors, which determined whether their child would be allowed to walk or cycle to school:

- 80% of parents felt that safe crossing facilities on busy roads would influence how their child travelled to school.
- 62% suggested vehicle speed reducing measures would influence them.
- 45% felt that more road safety education for children would affect their travelling methods.
- 20% indicated that information on the health and environmental benefits of walking and cycling would affect their travel arrangements.

Additional factors included weather conditions, distance between school and home and dangerous parking in streets near the school.

### **Project Design**

Due to this questionnaire response, indicating that road safety concerns were centrally linked to travel methods to and from school, the Co-ordinator teamed up with the Inverclyde road safety unit to develop sessions on road safety for parents and pupils in all seven schools. A Road Safety Awareness day is planned for each of the seven schools, with sessions for each primary class throughout the day, and a drop in time for parents. In addition, information nights will be held for parents, with the road safety department, Sports Scotland Active Schools Co-ordinator and the local Police. The sessions are currently being developed for holding the Awareness days in September, with the overall aim of increasing the percentage of children walking or cycling to school.

### **Project Links**

In conjunction with the Road Safety Awareness days, the road safety unit at Inverclyde council is currently developing leaflets for the schools in the area, containing maps detailing safe crossing points, bus bays, pupils' drop off points, and school crossing patrols. The leaflet also contains some basic road safety advice and is intended for distribution to both parents and visitors to the school. The leaflet was first developed for the new Gourock Primary School. The leaflet was popular and there is now demand for leaflets to be produced for all schools in Inverclyde. This is a major task, and for the time being the road safety department are focussing on five community schools identified under social inclusion criteria.

### **Future Plans**

Within the Inverclyde area, the *Active Primary School Co-ordinator* has identified road safety and healthy walking and cycling as a major priority between now and August 2004. After the pupil road safety sessions, parent 'drop in' sessions, and information nights, a key aim is to focus on increasing the number of children walking to school. This will be done in part through the promotion of walking buses. However, the Inverclyde road safety

department has some reservations about walking buses, largely due to responsibility and insurance reasons, and is unwilling to take responsibility for organising the walking buses. Instead, the Co-ordinator and road safety unit aims to involve the Parent and Teacher Associations (PTAs) in organising walking buses. Parents will be trained in road safety and safer routes, so that they can organise the buses among themselves. Once the number of children walking to school increases significantly, the Co-ordinator will begin to focus on promoting safe cycling.

The Sports Scotland project as a whole is also expanding, with Sports Scotland taking on another 25 School Co-ordinators, to work within different areas of Scotland. Whether road safety will be an important aspect of these new projects, will be largely dependent on the individual priorities of each local project.

## CASE STUDY J) - SOUTHHOUSE, EDINBURGH – COMMUNITY SAFETY AUDIT

### EDINBURGH

There are four main stages in carrying out a Priority Search Audit:

#### **Stage One: Identifying Survey Subject**

For the very first stage in the Priority Search, one open question should be identified to form the subject of the survey. This should be the wide issue which all parties wish to address in the audit, and should be open, rather than closed or leading. Examples of open questions are:

- *What could make 'an area' a safer place to live in?*
- *How can we improve safety/ road safety in 'an area'?*
- *What are the needs of young people/women/elderly people in 'an area'?*

#### ***Burdiehouse & Southhouse Community Safety Audit – Example***

The core question identified for this Community Safety Audit was:

- *“What would make Burdiehouse & Southhouse a safer place to live in?”*

## **Stage Two: Focus Groups and Survey Design**

The next stage in the survey design is to hold focus groups of local community participants. The focus groups should respond to the open question identified as the survey subject, through discussing and brainstorming their ideas on the subject of the survey and identifying their issues, needs and priorities. This will then be used to form the basis of the questionnaire to be carried out.

*Focus group sessions can be carried out through one large focus group, or through multiple groups. The number of focus groups carried out should be dependent on the size of the population to be surveyed. For surveying relatively large numbers in a local community, it is usually best to use multiple groups, and these should be broadly representative of the total population to be surveyed. These can be broken down into target groups to explore the views of particular groups, particularly in situations where certain groups may feel vulnerable in large mixed group discussions.*

*Recruitment of participants for the focus groups can be carried out in a variety of ways, including using the electoral register, housing records, community groups, schools, and door to door canvassing.*

*If more than one focus group is used, ideally these should be held at the same time, with an opportunity left at the end to draw together ideas generated by all the groups. This provides a preliminary opportunity to test the questionnaire that has been constructed through the focus groups, and would allow those who have participated in the focus groups to be fully involved in the design of the final questionnaire.*

The questionnaire can then be constructed and tested by the focus group. It is important at the design stage to use the phrases suggested by the people in the focus groups, rather than rephrasing. This ensures that the questionnaire should be more easily understood by respondents.

### ***Burdiehouse & Southhouse Community Safety Audit – Example***

*Five focus groups were held to construct and test the questionnaire. Groups were held at primary schools, youth clubs, and secondary schools, in addition to an over 55 years group and an under 55 years group. Local residents were involved in facilitating the groups, with community representatives from local Residents Organisations and Community Safety Groups being particularly involved. Local representatives were trained and then organised and facilitated the focus groups. The local residents at the groups then identified 42 local safety issues, which were used to construct a questionnaire for the main survey. It is believed that much of the ‘success’ of the audit was due to the involvement of local people in all aspects of the research.*

### **Stage Three: Main Survey**

*Once the questionnaire has been developed, the main survey can be undertaken. Again, attempts should be made to distribute the questionnaire to a cross-section of respondents. The questionnaire consists of paired statements/ideas, with the respondent choosing for each pair, which they prefer. The questionnaire also shows the strength of preference by the respondent. Each statement/idea is paired with different ideas throughout the questionnaire, meaning that a final list of priorities can be drawn up.*

### ***Burdiehouse & Southhouse Community Safety Audit – Example***

*The main survey was carried out on a door-to-door basis, and was carried out by local residents and community representatives. It was felt that the use of local volunteers in undertaking the questionnaire would lead to a greater feeling of local ‘ownership’ of the research. In total, two hundred and eighty questionnaires were completed for analysis, which represented a return rate of approximately seventy one per cent.*

Information for the sampling frame was provided by a local resident, with addresses being selected on a random basis from the Electoral Roll. The final structure of the sample was identified on a quota basis to ensure the involvement of a cross section of the community.

### **Stage Four: Analysing Results**

*Following analysis of the questionnaires, results are produced to show all the statements in ranked order of priority. Overall priorities for everyone can be identified, as well as priorities for particular groups, e.g. gender, area, age group etc.*

### ***Burdiehouse & Southhouse Community Safety Audit - Example***

*The results from the priority search questionnaires were written up as a Community Safety Audit. The Audit provided information on the overall priorities identified by respondents, as well as breaking down the priorities for the separate areas of Burdiehouse and Southhouse, and by gender and age group. This means that areas of importance to all groups can be identified, in addition to priorities for specific groups. A local multi agency working group was formed to take forward the issues identified in the research.*

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