

Together we are road safety

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2016

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions
Name of the organization	The City of Edinburgh Council	
Type of organization	Local Authority	NGO, company, local authority, school etc.
Organization main activity	Local council	Activity field
Country	Scotland	Of the organization
Website	Edinburgh.gov.uk	Organization website
Contact person	Lorna Henderson	For the follow-up of the application
Contact person's position	Road Safety Officer	
Contact person's email address	Lorna.henderson@edinburgh.gov.uk	
Contact person's phone	0131 469 3786	
Partners in the initiative	The City of Edinburgh Council, Police Scotland, Fire and Rescue Service, NHS and Digby Brown	

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	We began in 2011 with a fledgling event aimed at all potential young drivers in the Edinburgh school system. We have run the event each year since and it has got larger with each passing year.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process
Departments/persons implicated internally	Lorna Henderson, Road Safety Officer	In the case of persons, indicate their positions
Geographical scope of the activities	The City of Edinburgh	Indicate where the activities were implemented
Summary of the initiative	<p>Streets Ahead Young Driver takes place at the Corn Exchange over four days each year. All state and independent schools are invited to send along their entire 6th year to find out more about the rights and responsibilities of becoming a driver.</p> <p>In 2011, 17 to 25-year-olds accounted for nearly a quarter of all road casualties in Edinburgh, with young men being the most likely to commit driving offences. New drivers are most at risk in their first year of driving.</p>	<p>Describe the initiative indicating the subject, its aim and the main activities it involves.</p> <p>Max: 100 words</p>
Innovative character	<p>This intervention covers the key issues of drink-driving, speeding and wearing seatbelts, with attendees taking part in various activities designed to teach them how to lower their chances of causing or being involved in collisions themselves.</p> <p>Young people who have been affected by serious incidents also shared their stories, and a hard-hitting play, 'Friends Disunited', highlighted the potentially life changing consequences of careless driving and peer pressure.</p> <p>This intervention is designed to be informative, interactive and above all, not overbearing in it's tone.</p>	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	Road safety for new teen drivers, specifically drink-driving, distraction, speeding and wearing seatbelts. We have interactive displays such as the seatbelt slide to provide an experiential learning outcome of being involved in a crash at 7mph.	<p>Describe which issues were identified that lead to implement the activities</p> <p>Max: 100 words</p>

Activities developed		<p>Describe all the activities involved in the initiative and where appropriate indicate the participation arrangement for each partner</p> <p>Max: 600 words</p>
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Genesis	<p>This event is now staged annually and is universally popular with teachers as it gives them a lead in to other activities in school such as Crash Magnets provided by Road Safety Scotland.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>This event plan could be replicated in other areas. Budget needs to be identified and partners have a willingness to work together to achieve the learning outcomes for this event.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, general spread, dissemination or application of the results, experience, knowledge and good practice on a large scale</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>The event is promoted from its inception in January to schools and teachers, through information sent to the schools. We have information on booking on our website and by the beginning of August we are fully booked up for all of the sessions.</p> <p>During the event we tweet updates and encourage the pupils to interact and publish their photos and comments using the hashtag #EdinYD</p> <p>We also invite local press along and we have had the event reported on TV and in local press.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

Continuity	We do plan to continue with this event and have identified a sponsor to help meet the costs.	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	We visit the schools in the months after the event to find out what the pupils have learned, and retained over that period. This feeds into modifications in the following year's programme. For example we will make changes to the drama element of the event as we have had several schools comment on particular scenes that are not crucial to the plot, but nevertheless impact on the pupils in other ways.	If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives Max: 100 words
Other important aspect that you want to underline	This is the only event of its kind in Edinburgh. We wanted to give pupils an overview of the different aspects of learning to drive, and the responsibilities that come along with that. We pride ourselves on working together in partnership with the emergency services and a variety of stakeholders such as the Child Brain Injury, Spinal Injuries Scotland and Eco Driving.	Any information that could help the jury to chose your initiative Max: 100 words