

# 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	Gloucestershire Road Safety Partnership.	
Type of organization	Government.	NGO, company, local authority, school etc.
Organization main activity	Prevention and education about road safety in Gloucestershire.	Activity field
Country	Gloucestershire, England.	Of the organization
Website	<a href="http://roadsafety-gloucestershire.org.uk/">http://roadsafety-gloucestershire.org.uk/</a>	Organization website
Contact person	Louise White.	For the follow-up of the application
Contact person's position	Safe and Social Driving co-ordinator.	
Contact person's email address	<a href="mailto:louise.white@glosfire.gov.uk">louise.white@glosfire.gov.uk</a>	
Contact person's phone	01452 888780	
Partners in the initiative	Gloucestershire Fire and Rescue, Gloucestershire Police Service, the Office of the Police and Crime Commissioner for Gloucestershire.	

#### SECTION 2: DESCRIPTION OF THE INITIATIVE



	Please fill in here	Instructions
Date of start and end of the initiative	The initiative is called 'Drive iq Gloucestershire' which started in September 2014, and it is still offered throughout the school year to all students over 16 and their parents or guardians.	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	Louise White – Safe and social driving co-ordinator, and Grace Boughton – Project officer.	In the case of persons, indicate their positions
Geographical scope of the activities	Delivered in schools in the county that cater for the education of young people over 16 years of age.	Indicate where the activities were implemented
Summary of the initiative	Drive iq Gloucestershire is adapted from a national model which is an interactive, online programme complimenting the theory and practical aspects of a driving test. This is offered to young adults in an attempt to reduce the number of people being harmed in road collisions. Those aged between 17-24 are the age-band as they are most likely to be involved in a road collision, so we are seeking to improve young people's driving knowledge and attitudes. Each community fire station has a fire-fighter who is responsible for Drive iQ Gloucestershire and for contacting the schools to arrange presentations for staff and students.	Describe the initiative indicating the subject, its aim and the main activities it involves.  Max: 100 words
Innovative character	Gloucestershire Road Safety partnership are now in the final stages of developing a new education initiative which is aimed at passenger safety and empowerment of those aged 16 and above. Drive iQ Gloucestershire has determined the delivery model of a new initiative aimed at passenger safety. Fire-fighters have expressed an interest in being involved with more road safety education, thus the new scheme will have trained fire project leads who will deliver and monitor the schools progress of this new project.	If applies, describe to what extent the proposed initiative will lead to new approaches and practices  Max: 100 words
Issues that are addressed with the initiative	Drive iQ Gloucestershire provides detailed information about different aspects of driving from weather conditions to knowing the difference and importance between red-triangled and red-circled road signs. Young people aged 17-24 are most at risk of a road traffic collision in Gloucestershire, therefore it is important that young people who plan to drive in the near future or are already driving are fully informed, as this is not a requirement for driving instructors.	Describe which issues were identified that lead to implement the activities  Max: 100 words

<p>Activities developed</p>	<p>Each community fire station has a fire-fighter who oversees the progress of the education systems in their local area. All have had training sessions that cover both content and delivery by Road Safety staff members, and are retrained approximately every six months.</p> <ul style="list-style-type: none"> <li>• All project leads communicate with the schools/colleges to arrange when to present the programme to staff and students.</li> <li>• Afterwards it is up to the staff of the school/college to choose the best way to implement Drive iQ Gloucestershire into their extra curriculum.</li> <li>• There are 10 ways in which the programme can be filtered into students learning. For example it could be completed in tutor time, a requirement for the Duke of Edinburgh award or a necessity to be able to park on the school/college grounds.</li> <li>• All fire-fighters and school staff can monitor students progress through the administrative portal on the Drive iQ Gloucestershire website, i.e. how many have enrolled and/or how many have completed the entire programme.</li> <li>• The programme is largely self-sufficient as the fire-fighters only liaise with road safety to record communications with institutions, or resolve any issues that arise i.e. communication breakdowns. For any programme/online issues, road safety members in Gloucestershire have regular communication with the national Drive iQ team (a2om).</li> </ul>	<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>
-----------------------------	--	---

<p>Genesis</p>	<p>Drive iQ Gloucestershire has been positively received by schools across the county. The programme presents the perfect opportunity to provide students with the knowledge and information to support them to become safe new drivers. Moreover this project would not be possible without the help of the fire-fighters which has further raised the importance of road safety within the fire and rescue service.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
----------------	---	--

<p>Transferability and multiplier effect</p>	<ul style="list-style-type: none"> <li>• <u>Drive iQ adapted for Gloucestershire:</u></li> </ul> <p>This programme is an example of how a national model can be adapted into a local programme that focuses on issues that can be easily understood by young people in Gloucestershire. Therefore the content of the presentation could be easily adapted for other countries as the majority of information is about generic driving styles and behaviours, for example potential issues when emerging from a crowded junction.</p> <ul style="list-style-type: none"> <li>• <u>Delivery staff:</u></li> </ul> <p>Gloucestershire Road Safety's primary method of delivery of Drive iQ Gloucestershire is through the fire-fighters. Often it is the fire and rescue staff who deal with the immediate consequences of driving collisions. Moreover the fire delivery staff are those who have expressed a direct interest in being more involved with road safety across the county. Hence this format could be easily modelled on a larger scale and potentially increase respect between members of the fire service and younger generations.</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>
<p>Promotion and dissemination</p>	<p>Gloucestershire's Road Safety partnership have promoted Drive iQ Gloucestershire at other events. For example leaflets, banners and flags have been distributed at road safety events such as Wellfest hosted at Hartpury College in October, 2015 and Drive for Life events hosted in schools. What is great about the promoting Drive iQ Gloucestershire is that it is easily accessible because it is an online programme that can be used on a variety of I.T platforms such as a computer, tablet or smart-phone.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
<p>Continuity</p>	<p>This is the second year that the programme has been running and we aim to continue with its implementation for the foreseeable future. For Gloucestershire Road Safety, it is important that those in the age-group most likely to be involved in a driving collision are educated as much as possible in order to prevent such incidents from happening.</p>	<p>Indicate if there is a plan to continue some activities in the coming years</p> <p>Max: 100 words</p>

<p>Evaluation of the activities</p>	<p>There are several ways in which Drive iQ is evaluated, and this can be separated into qualitative and quantitative forms of data collection. It's important that we gauge the viewpoints as road safety are not in the front line of delivery for this programme i.e., staff, students and the fire-fighters.</p> <p><u>Qualitative:</u></p> <ul style="list-style-type: none"> <li>• Institution delivery methods i.e. tutor time/PSHE lessons,</li> <li>• Fire-fighter form about their thoughts/opinions on the programme.</li> </ul> <p><u>Quantitative:</u></p> <ul style="list-style-type: none"> <li>• Amount of education systems who have expressed interested and are engaged,</li> <li>• Student pre and post online questionnaires,</li> <li>• Casualty reduction statistics;</li> <li>• Student engagement.</li> </ul>	<p>If relevant, describe the proposed evaluation method and the quality of the result indicators in relation to the expected objectives</p> <p>Max: 100 words</p>
<p>Other important aspect that you want to underline</p>	<p>It is impossible to put a price on road safety, and Drive iQ Gloucestershire is an initiative that is free of all charge to the young driver and their family and the school. All it requires is their time and commitment to become a safer driver for the future. Judge for yourself and please visit Drive iq Gloucestershire at <a href="http://www.driveiqglos.co.uk/">http://www.driveiqglos.co.uk/</a></p>	<p>Any information that could help the jury to chose your initiative</p> <p>Max: 100 words</p>