

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	Leicestershire Fire and Rescue Service	
Type of organization	Public Sector Fire and Rescue Service	NGO, company, local authority, school etc.
Organization main activity	Emergency Service	Activity field
Country	England	Of the organization
Website	http://www.leicestershire-fire.gov.uk/ http://www.leicestershire-fire.gov.uk/your-safety/road-safety http://www.thefatalfour.co.uk/	Organization website
Contact person	Paul Speight	For the follow-up of the application
Contact person's position	Watch Manager	
Contact person's email address	Paul.speight@lfrs.org	
Contact person's phone	0116 2292226 - 07717797792	

Partners in the initiative	Leicester, Leicestershire & Rutland Road Safety Partnership – comprised of: Leicestershire Police, Leicester City Council, Leicestershire County Council, Rutland County Council and Highways England	
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SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The No More Lives Wasted Roadshow started in 2013 and is now in its third year and still going strong. Leicestershire Fire and Rescue Service are committed to reducing the number of KSIs on our roads, by the continuance of this project.	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	Road Safety Department, Watch Manager Paul Speight	In the case of persons, indicate their positions
Geographical scope of the activities	The project is focused on the local authority areas of Leicester, Leicestershire and Rutland. On request, we do also deliver in other areas and as a result several other Fire & Rescue Services have adopted our project for wider use in their own areas.	Indicate where the activities were implemented

Summary of the initiative	Our aim is to make young drivers aware of the responsibilities associated with driving a motor vehicle; convey how driving is a constant series of decision making and illustrate where poor decision making could lead. We cover: failure to look properly, speeding, not wearing a seatbelt, drink and drug driving and distractions (mobiles) peer pressure. This message is conveyed by an interactive mix of talk, video clips and unique local case studies. The project is delivered by operational fire fighters and aims to reach every 16 year old in Leicester, Leicestershire and Rutland which is almost 15,000 students per year.	Describe the initiative indicating the subject, its aim and the main activities it involves. Max: 100 words
Innovative character	This is three fold; firstly a well-known local street dance crew introduces the presentation in dance and music, with the talk being delivered by firefighters, respected authority figures in the community, from a position of their personal experience. Secondly, case studies were created specifically for the project using local people and footage making it relevant to our audiences. Thirdly, a modified car featuring audio, visual and hydraulic equipment is used to simulate the common causes of accidents, the point of collision and its aftermath. The car now fitted with virtual reality glasses immerseing the students in the safety film.	If applies, describe to what extend the proposed initiative will lead to new approaches and practices Max: 100 words
Issues that are addressed with the initiative	The disproportionate number of new young drivers who are killed or seriously injured on our roads. The project focuses on the main causes of accidents: excessive speeding, non seat belt use, distraction, alcohol and drugs, peer pressure and the failure to look and failure to see. This is all presented from a young person's perspective. For non aspiring drivers, we also cover the role of a responsible passenger, emphasising the importance of peer influence in reducing the chances of a driver taking unnecessary risks.	Describe which issues were identified that lead to implement the activities Max: 100 words

<p>Activities developed</p>	<p>The 'No More Lives Wasted' Presentation: This presentation, designed to reach out to the audience on an emotional level, is delivered by operational firefighters who have witnessed the horrors of RTCs. It's an hour long presentation that is interactive, and we encourage audience participation. We base the talk around the following areas: failure to look, peer pressure, speeding, drink and drug driving, non wearing of seatbelts and distractions such as using mobile phones. -The presentation is a mix of video clips, real case studies using CCTV and Police crash investigation photos. We have used an innovative introduction to the talk by using a street dance crew who have appeared on the TV show 'Britians Got Talent' to introduce the talk in dance and music, which is a massive hit with the students. Schools and colleges have further opportunities to educate their students by accessing extra video clips and lesson plans free of charge via our 'the Fatal Four' website.</p> <p>VF4 Car: We have transformed a road legal car into a state of the art crash car simulator. The awesome looking VF4 car in its matte black and vibrant orange colours is a real head turner and there are five visual screens in the car for the students to watch a virtual road traffic collision. This is combined with a sound system and powerful hydraulic rams, both viewable in the boot, that allow the operator to move the car in time with the video so the students feel like the car is moving. The simulation culminates with smoke entering the car and the sound of sirens blue flashing lights in the car. The VF4 attracts large audiences due to its design. We are currently in the process of making an absolutely amazing improvement to the experience; each occupant will now have a pair of virtual reality glasses to watch the new in- car film in not only 360 degree vision but also in 3D; the only one of its kind in the UK.</p> <p>Batak: A hand speed reaction game where students have 30 seconds to hit a set of 8 lights as they randomly come on, the faster the student goes, the faster the lights change. They get a score then repeat wearing vision impairment goggles. The second score is normally 50% lower, giving us the opportunity to explain how alcohol affects reactions. We have also used the Batak to demonstrate using a mobile phone whilst driving.</p> <p>Driving Simulator: This is used more for one to ones where we can put the student through different driving scenarios in varying weather conditions, giving computerised feedback of their drive.</p> <p>FireSense – Fire Bike: To educate people who use powered two wheelers as their preferred mode of transport, we have acquired a new motorcycle, currently under transformation into a fire bike. The launch is planned for the start of April 2016.</p> <p>Pre-driver days: We work with the council and police to educate 15 – 18 year olds. The day- long roadshows include: choosing a driving instructor; The Fatal Four, insurance, slow speed manoeuvres and gear changes and black box technology. LFRS covers the Fatal four and VF4 car content, with the other agencies covering the other areas.</p>	<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>The Fire and Rescue Services have a successful track record of working with young people to improve safety. As there was no specific intervention for young drivers and due to the high rate of young driver casualties, this project was created. The Service has a large workload now involving RTCs so the decision was taken to try and influence new drivers and change behaviours and attitudes towards driving; thus reducing the service workload in attending RTCs.</p>	<p>Reasons why you chose this initiative</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>Information is made available to all Fire and Rescue Services in the UK via the Chief Fire Officers Association (CFOA). Our videos and supplementary resources can be downloaded by any agency for educational puposes free of charge from our dedicated website . The presentation is being used now by several other fire services and councils. The VF4 car has already been duplicated by several Fire and Police forces and others are either building or waiting on funding bids to start to build their simulators.</p> <p>The project started as a way to reach young people in schools and colleges but has now expanded into the workplace, as we are now being asked to visit companies employing large amounts of staff to deliver to their work force and apprentices.</p> <p>We were approached by Leicester City Football Club to deleiver the presentation to their youth set up and under 21s which we now have done, we are now looking at deleivering to the senior squad . Also we have presented to Leicester Tigers Rugby Club, these two sporting clubs are two of the top sides in the country in their respective sports.</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>All contact details and booking forms are available on the LFRS website and social media is used to promote messges and activities. The VF4 car, was featured in 'First Car' and Fast Ford' magazines, appeared on both national and local TV and was launched at the Emergency Services show. The Fire bike will be specially featured in 'First Bike ' magazine. Our dedicated Fatal Four website has promoted the messages to over 12,00 people in 18 different countries. The presentation, also featured on TV, has been requested by a national company for all its UK employees.</p>	<p>Describe whereby the initiative will be publicised (publications, organised events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>

Continuity	This project has no end date as it is now seen as a major part of the fire service’s workload. It has only been running for 3 years, but each year we add more resources to the project which now includes the ‘No More Lives Wasted’ presentation, the VF4 crash car simulator, two different websites, and a new motorcycle. The audience figures have grown; the total we have presented to in educational establishments so far is over 22,000 students, pre driver days 1400, youth groups 1600 and 260 apprentices. 89	Indicate if there is a plan to continue some activities in the coming years Max: 100 words
Evaluation of the activities	The project was evaluated using a pre and post intervention with comparison group design. The sample size consisted of 757 intervention and 170 comparison group students from over 20 local schools. There were multiple targets set for increasing knowledge of and improving self-reported attitudes to road safety. In all cases, results were higher than targets set at the outset and higher than for the comparison group. In addition, statistical tests applied to results for self-reported attitudes, confirmed that there was a 95% chance that they were not due to chance. 90	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	As the Fire Service now attends more traffic accidents than fires we are transferring our expertise in fire prevention to try to reduce the number of killed and seriously injured on our roads. We feel we have the most innovative road show available. An engaging presentation, about which one teacher quoted: “In all my years of teaching I have never been so gripped by a safety presentation” 2 case studies that will pull on your heart strings. The amazing VF4 car with its new virtual reality glasses, immersing the students into the horrors of a car crash. 97	Any information that could help the jury to chose your initiative Max: 100 words