

Action Plan: 2020/21

Programme Name	Action	Partnership (Lead(s) listed in bold)	Main Target Age Group	Link to Councils Plan for 2020 & Transport Strategy
Engage	<p>Enhanced training for driving instructors and engagement via education settings.</p> <p>Wirral provide direction for this multi-agency project Focusing on key causation factors of road traffic collisions (<i>analysis of Merseyside Road Safety Collision Data and national best practice</i>). Key focus in the programme is sharing the roads with others including those defined as 'vulnerable road users'.</p> <p>A panel of driving instructors attend regular, quarterly meetings receiving latest data in road traffic collisions, and presentations from industry experts. They receive specialist resources to use with their learners and regular newsletters. Equipped with this knowledge the driving instructors pass on these key messages to their learner drivers. Engage learners are not simply taught to pass their test- they are coached on how to be better and safer drivers. Direct benefit for other vulnerable road users.</p> <p>EXTERNALLY FUNDED BY BIDS AND GRANTS</p>	<p>Wirral Council's Road Safety Team, Cheshire West & Chester Council, Merseyside Road Safety Partnership</p> <p>driving instructors, learner drivers and their families (where appropriate) schools & colleges</p>	17+	<p>PLEDGE: PEOPLE</p> <p>Protecting the most vulnerable</p> <p>Priority 1: keep traffic moving safely & efficiently.</p>
Re-Engage (pilot)	<p>Pilot project delivered across Merseyside and Cheshire West to support parents (or nominated adult) to be involved in key decisions during a learner/novice drivers' development.</p> <p>In addition, this programme seeks this opportunity to reach a new audience (adults) providing updated road safety information and encouragement for safer driving. Key issues being promoted are speed awareness, 'in-vehicle' distractions, vehicle maintenance and sharing the road with others.</p> <p>NO FUNDING ALLOCATION AT PRESENT: ON HOLD</p>	<p>Wirral Council's Road Safety Team, Cheshire West & Chester Council, Merseyside Road Safety Partnership</p> <p>driving instructors, learner drivers and their families (where appropriate) schools & colleges</p>	17+	<p>PLEDGE: PEOPLE</p> <p>Protecting the most vulnerable</p> <p>Priority 1: keep traffic moving safely & efficiently.</p>

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Mind Your Business (MYB)	<p>An award-winning initiative developed by Wirral Road Safety Team. Delivered to an increasing number of businesses, managers and their staff. The project raises awareness of the consequences to businesses' being implicated in collisions. Works directly with the employees to educate on key causation factors of road traffic collisions. Includes promotion of safe, active travel.</p> <p>NO FUNDING ALLOCATION AT PRESENT, FOCUS IS GIVEN TO THE FUNDED 'BOLT ON PROJECT' BELOW DUE TO AVAILABLE STAFF RESOURCE.</p>	Wirral Council Road Safety Team , Industry Experts, Local businesses	17+	<p>PLEDGE: PEOPLE</p> <p>PLEDGE: THE ENVIRONMENT</p> <p>Protecting the most vulnerable</p> <p>Improving the local environment.</p> <p>Priority 1: keep traffic moving safely & efficiently.</p> <p>Priority 3: Encourage Healthy, Active Travel</p>
Mind Your Business, Bolt-On Pilot Project Taxis & Trades	<p>As part of a successful bid, Wirral Council's Road Safety Team were awarded £50,000 by a prominent Road Safety Charity to engage with taxi drivers and tradespeople. This project is set to start in 2018 and ends in 2021.</p> <p>Approximately 20% of collisions within Wirral involve people who were driving whilst at work and of those 75% were 'grey fleet' vehicles, taxis or white vans / tradespersons.</p> <p>New relationship with How's My Driving to be delivered during 2021.</p> <p>EXTERNALLY FUNDED BY GRANT</p>	Wirral Council Road Safety Team , Wirral Council Taxi Licensing, Merseyside Police, Taxi Companies, Taxi Drivers, Wirral Council Trading Standards, Tradespeople	Age17+	<p>PLEDGE: PEOPLE</p> <p>Protecting the most vulnerable</p> <p>Priority 1: keep traffic moving safely & efficiently.</p>
Minibus Assessments for Council Staff driving children and adults around the borough	<p>Theory sessions delivered to staff within Wirral educational establishments that transport children or vulnerable adults. All staff must take part in a theory and practical assessment, every 3 years.</p> <p>SCHOOLS FUND STAFF TO COMPLETE THE TRAINING.</p>	Wirral Council Road Safety Team, Transport Department , Local Authority Establishments, other organisations requiring support	21+	<p>PLEDGE: PEOPLE</p> <p>Protecting the most vulnerable</p> <p>Priority 1: keep traffic moving safely & efficiently</p>

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Nursery Education	<p>Limited support available for Nursery Providers for access to advice on key issues which affect this age group for dissemination to their community.</p> <p>Nurseries included in email notifications of key events and activities.</p> <p>NO FUNDING ALLOCATION</p>	Wirral Councils Road Safety Team: Private & Local Authority Providers	0-5 And parents / Carers	<p>PLEDGE: PEOPLE Protecting the most vulnerable. Priority 1: keep traffic moving safely & efficiently. Priority 3: Encourage Healthy, Active Travel.</p>
School/ College based Road Safety Education	<p>Road Safety education is offered to all Wirral schools, for years 6, 7, 10 and school leavers.</p> <p>Programme is data-led and <i>the topics for interactive sessions are informed by the casualty risk factors for these key age groups. Reviewed annually.</i></p> <p>NO FUNDING ALLOCATON AT PRESENT</p>	Wirral Council's Road Safety Team Wirral school pupils.	7 +	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable Improving the local environment. Priority 1: keep traffic moving safely & efficiently. Priority 3: Encourage Healthy, Active Travel.</p>
Working Together Resource	<p>Support and advice for Schools and Parents on Parking issues via a booklet emailed to schools. Aims to encourage empowerment in the local area, shared responsibility.</p> <p>Schools are supported and issues are discussed with Road Safety Team looking at their requirements. Enforcement support is also provided via Council and Merseyside Police.</p> <p>NO FUNDING ALLOCATION AT PRESENT.</p>	Road Safety Team:	5-16 pupils and parents and SLT	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable, Improving the local environment. Priority 1: keep traffic moving safely & efficiently. Priority 3: Encourage Healthy, Active Travel.</p>

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Living Streets	<p>Support the National Walk to School Initiative by identifying schools for Living Streets to work with, via partnership working.</p> <p>Recommendations for issues and concerns are taken into consideration for capital schemes. Enforcement support is also provided via Council and Merseyside Police.</p> <p>EXTERNALLY FUNDED</p>	Living Streets & Wirral Council Road Safety Team,	All	<p>PLEDGE: PEOPLE</p> <p>PLEDGE: THE ENVIRONMENT</p> <p>Priority 3: Encourage Healthy, Active Travel.</p>
School Crossing Patrol Service	<p>Manage School Crossing Patrol Service at established sites to assist school community safe, active travel on the route to and from school.</p> <p>FUNDED BY THE COUNCIL</p>	Wirral Council Road Safety Team: Wirral Schools	ALL	<p>PLEDGE: PEOPLE</p> <p>PLEDGE: THE ENVIRONMENT</p> <p>Protecting the most vulnerable</p> <p>Improving the local environment.</p> <p>Priority 1: keep traffic moving safely & efficiently.</p> <p>Priority 3: Encourage Healthy, Active Travel.</p>
Motorbikes	<p>BikeSafe is a multi-agency project improving the skills and knowledge of qualified full licence holders for motor bike riders aged 17+</p> <p>Direct engagement with motorcyclists, face to face.</p> <p>New young/novice rider online training "Ride Free" developed by DVSA to assist young riders gain additional background knowledge in advance of obtaining their CBT.</p> <p>Key education messages for drivers included in all programmes.</p> <p>Enforcement of illegal / antisocial behaviour and criminality (Operation Brookdale)</p> <p>EXTERNALLY FUNDED BY BIDS, GRANTS AND COURSE ATTENDEES</p>	Wirral Council : Merseyside Police : Wirral IAM : Sefton IAM : ROSPA	17+	<p>PLEDGE: PEOPLE</p> <p>PLEDGE: THE ENVIRONMENT</p> <p>Protecting the most vulnerable</p> <p>Improving the local environment.</p> <p>Priority 1: keep traffic moving safely & efficiently.</p>

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Cycle Training for children	<p>Free cycle training to all schools in Wirral. Sessions are delivered to Primary Schools in year 5 / Year 6 and Secondary Schools, to Year 7 pupils.</p> <p>Weekly meeting with providers across Merseyside.</p> <p>School Holiday cycle training provided to catch up with those schools who have missed out due to Covid.</p> <p>New Family cycle training initiatives available</p> <p>Mapping exercise of all provision across Wirral currently being completed.</p> <p>EXTERNALLY FUNDED BY GRANT</p>	Bike Right Road Safety Team: Merseytravel : Wirral Primary and Secondary Schools :	10 - 16	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable, Improving the local environment. Priority 1: keep traffic moving safely & efficiently. Priority 3: Encourage Healthy, Active Travel.</p>
Cycle Training for Adults	<p>Wirral led on a bid across Liverpool City Region to access funding for cycle training for adults and associated promotional items in addition to comms plan for driver education.</p> <p>Access to free cycle training, projects with local policing teams.</p> <p>Wirral cycle map being updated and paid for externally because of this working relationship.</p> <p>EXTERNALLY FUNDED</p>	Bike Right , Wirral Road Safety Team, Sefton Council, Merseyside Road Safety Partnership, Liverpool Combined Authority, Merseyside Police Residents	17+	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable, Improving the local environment. Priority 1: keep traffic moving safely & efficiently. Priority 3: Encourage Healthy, Active Travel.</p>
Drive Safely for Longer, Driving Assessments	<p>Wirral Road Safety Team developed this initiative to actively engage with Senior Road Users on the key casualty causation factors for the age group.</p> <p>2 hours with a driving instructor and a tailor made- fully evaluated education resource delivered to each driver. Basic eyesight test, vehicle inspection and document check also completed. Over 2500 assessments delivered in Merseyside & Cheshire.</p> <p>EXTERNALLY FUNDED BY BID</p>	Wirral Council Road Safety Team , Driving Instructors, Senior Drivers from Merseyside & Cheshire	60+	<p>PLEDGE: PEOPLE Protecting the most vulnerable Priority 1: keep traffic moving safely & efficiently</p>

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Safer for Longer workshop sessions	<p>Interactive workshop session for older road users (aged 60+) discussing key road safety issues across various modes of transport and signposts to other organisations that can assist in keeping them safer for longer. Practical sessions on eyesight and reactions. Delivered to community groups. Workshop pack developed by Wirral Road Safety Team and initiative and resources rolled out across Merseyside.</p> <p>Course currently being developed for launch mid-February 2021 to be delivered online (owing to COVID)</p> <p>EXTERNALLY FUNDED BY BID</p>	<p>Wirral Council Road Safety Team, Merseyside Road Safety Partnership, Merseyside Police, senior drivers from Wirral.</p>	60+	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable Improving the local environment. Priority 1: keep traffic moving safely & efficiently. Priority 3: Encourage Healthy, Active Travel</p>
Engineering	<p>Significant investment in schemes where the primary aim is to improve the highway network to assist primarily cyclists and pedestrians. Continue to identify additional funding to enable further programmes of works to be delivered which aid cyclists.</p> <p>Significant investment in measures to improve transport and reduce road casualties: <i>Local Safety & Local Journey Strategy - £410,000</i> <i>Traffic Signal Improvements - £350,000</i> <i>Accessibility Improvements - £150,000</i></p>	Wirral Council	ALL	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable Improving the local environment. Priority 1: keep traffic moving safely & efficiently. Priority 3: Encourage Healthy, Active Travel</p>
School Streets	<p>6 pilot school areas identified.</p> <p>Consultancy commissioned to investigate and develop detailed measures.</p> <p>Deregulation of enforcement powers by Government to Local Authorities (2021 /22?)</p> <p>EXTERNALLY FUNDED</p>	<p>Wirral Council, WSP, Local Schools</p>	All	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable Improving the local environment. Priority 1: keep traffic moving safely & efficiently Priority 3: Encourage Healthy, Active Travel.</p>

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Partnership Working: Enforcement activity	<p>Attend quarterly Joint Agency Group meetings to discuss key issues affecting Wirral and how to make best use of resources available. Work closely with Merseyside Police to inform locations with concerns.</p> <p>Drink / Drug Drive, close pass, mobile phones, speed (see below)</p> <p>NSL parking enforcement targeted at key locations including schools, junctions etc.</p>	Wirral Council, Merseyside Police, NSL	ALL	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable Improving the local environment. Priority 1: keep traffic moving safely & efficiently Priority 3: Encourage Healthy, Active Travel.</p>
Speed Management	<p>Partnership working with Merseyside Police to explore new technologies to seek robust enforcement of traffic speed as well as exploring measures to raise driver/rider awareness of the damage speeding has in our community.</p> <p>Continue to support communities through the joint Community Speedwatch (now Safer Roads Watch) initiative with Merseyside Road Safety Partnership and Merseyside Police which aims to raise the awareness of excessive speed and poor driving behaviour.</p>	Merseyside Police: Merseyside Road Safety Partnership: Wirral Council : Members of the community	ALL	<p>PLEDGE: PEOPLE PLEDGE: THE ENVIRONMENT Protecting the most vulnerable Improving the local environment. Priority 1: keep traffic moving safely & efficiently Priority 3: Encourage Healthy, Active Travel.</p>