

Appendix A – Road Safety Education in Bromley

The Road Safety Unit

The role of the Road Safety Unit is to encourage and enable more active travel, reduce the number of car journeys made in the borough while also reducing the numbers of people killed and injured in road collisions.

The Road Safety Unit is made up of three work areas:

- Road Safety Education
- Cycle Training and Promotion
- Travel Planning

The team deliver a number of schemes and projects some of which are outlined below.



The Road Safety Education Team

Every **16** minutes someone is killed or seriously injured on UK roads
(source DFT).

The majority of road collisions and injuries are caused by **human error**. People simply make choices because they feel they can cope with taking a risk(s) which in hindsight they might regret. Things like:

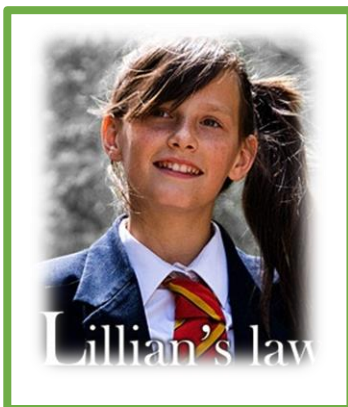
- Stepping out/ running out into the path of traffic
- Taking a call, or sending a text when driving, riding, or walking
- Not wearing a seatbelt or a cycle helmet
- Not using lights
- Going “a bit too fast”
- Driving/riding or walking after taking drugs or drinking excess alcohol

Common Factors in Collisions

Drug Driving

Around **1 in 5** drivers killed in road crashes have traces of illegal drugs in their blood.

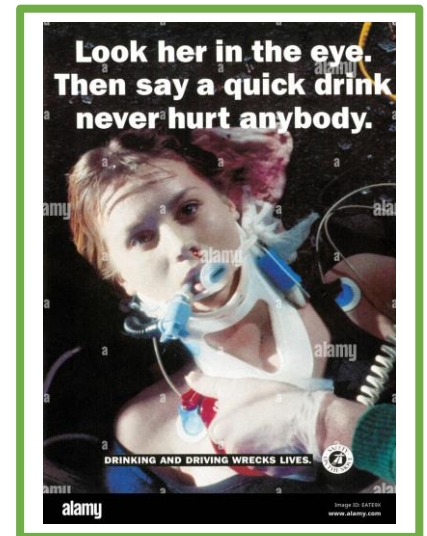
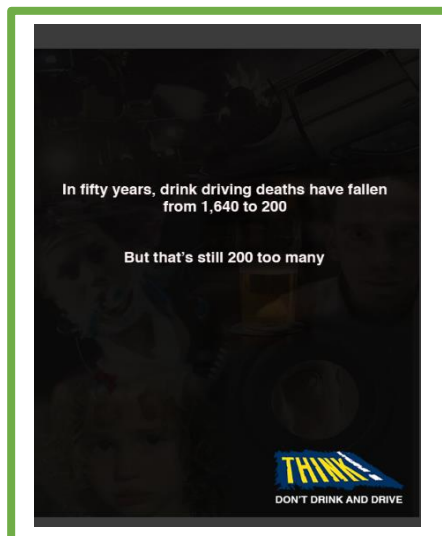
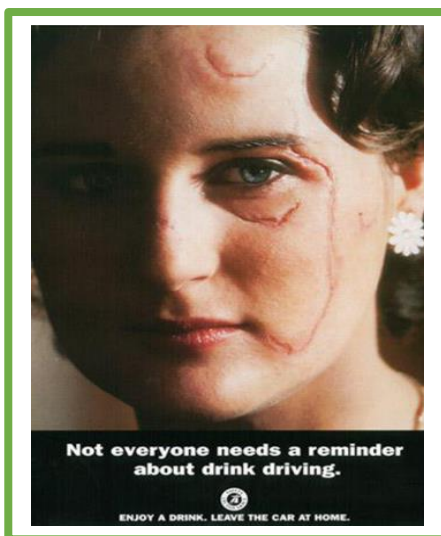
On 26th June 2010, a former Charles Darwin student, 14-year-old **Lillian Groves** was hit by a speeding car outside her home. The driver of the car admitted causing death by careless driving, travelling at 43mph on impact, in a 30mph zone. He later admitted he had smoked cannabis that day.



Lillian's family has campaigned tirelessly for changes in the law. Lillian's Law passed in March 2015, means that police no longer need to prove a drug has caused impairment, with cannabis being the most common. Lillian's Law introduced a **zero-tolerance policy** for many illegal drugs and prescription drugs (if abused). Lillian's family encourage and support the Bromley Road Safety Unit to tell her story and often attend their Driven by Consequences (D by C) events to interact with young drivers face to face.

"The fact that we have made this happen, in Lillian's name, is an amazing feeling. I know she would be proud." **Natasha Groves, Lillian's Mum.**

Drink Driving



There are strict penalties if you are convicted of drink driving including:

- a minimum 12 month driving ban
- a criminal record
- an unlimited fine
- up to 6 months in prison
- an endorsement on your licence for 11 years

Mobile Phones

You are 4 times more likely to be in a crash if you use your phone.



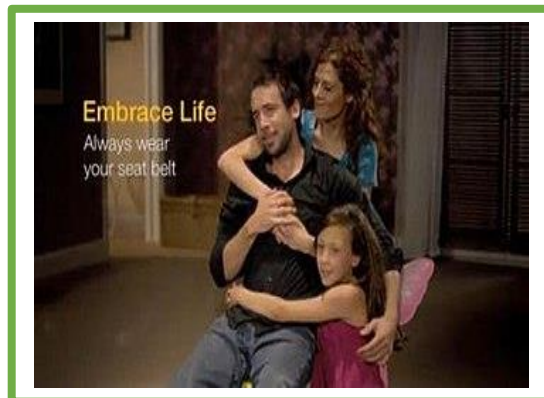
Seatbelts

If you're not wearing a seat belt, you are 30 times more likely to be thrown from a vehicle during a collision. Seat belts reduce the risk of death by 45% and risk of serious injury by 50%.

Members of the Road Safety team try to sit in at every Coroners Court Inquest following fatal crashes to see what can be learned. One year in Bromley they found that every person who died in a car was not wearing a seatbelt. On two occasions, while those in the car who weren't wearing a seatbelt died, those who were wearing a seatbelt survived with fairly minor injuries.

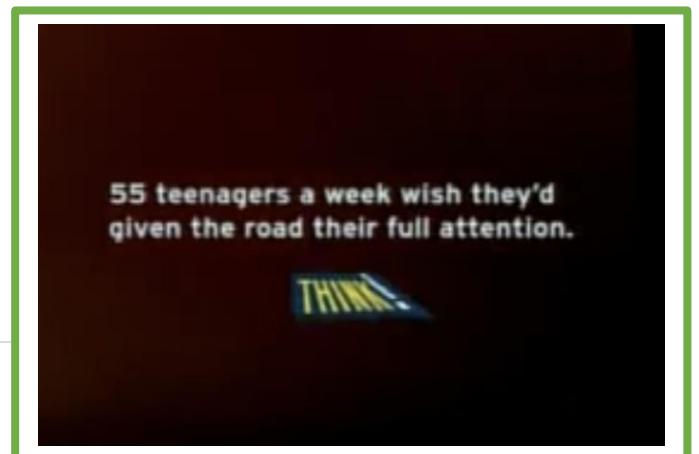


If you don't wear a seatbelt for yourself wear it for the people who love you!



Stepping Off the Kerb into The Path of Traffic

The images below are taken from a thought-provoking pedestrian teenager road safety video. It is deliberately grainy as it shows a group of teenagers hanging around chatting and filming each other on their mobile phones when one steps off the kerb and is hit by a car. The strapline is **55 teenagers a week wish they had given the road their full attention.**



Speeding



The advert says

“If you Hit me at 40 there is an 80% chance I will die”
“If you Hit me at 30 there is an 80% chance I will live.””

The Road Safety Team tells drivers and riders that “if they don’t hit her at all, she won’t have any injuries!”

Not Safely Dealing with Hazards.

Many collisions happen due to lack of experience and an inability to deal with the road conditions and hazards. People say things like “**Suddenly** this child ran out in front of me, so I **had** to hit him!” Obviously, a thinking driver/riders wouldn’t say that because they would be scanning the road, looking for hazards, expecting things to happen, therefore they would be able to cope with what happens “suddenly”. A thinking driver would be saying, “What can I see? What can’t I see? What can I reasonably expect to happen, so what am I going to do about it?”

The images below are taken from a motorcycling Road Safety video known as “Perfect Day.” It suggests that riding/driving would be so much safer if there were signs everywhere warning you about what might happen. The video demonstrates the clues **are** already there if you look. For example, if you are driving past a stationary bus, it is possible that a pedestrian will “suddenly” step out in front of it or from behind it. This situation has featured a few times in our fatal collision reports. In the country when you see horse poo but no horse, it is possible to find a horse around the next bend, so you can take action just in case. Big tyre marks on the verge might mean it’s used by busses or large vehicles so again; you can take action just in case.



The Road Safety Education Programme

Road Safety Officers use a whole host of ways to educate the borough's road users and are able to adapt their message to relate to each audience or to include local and national incidents or headlines. Where possible they attend the Coroners Court Inquest for each person killed in Bromley to understand why a fatality occurred and to try to help others avoid the same thing happening to them. Some of their work is delivered through schools and other work is delivered to the public as a whole.

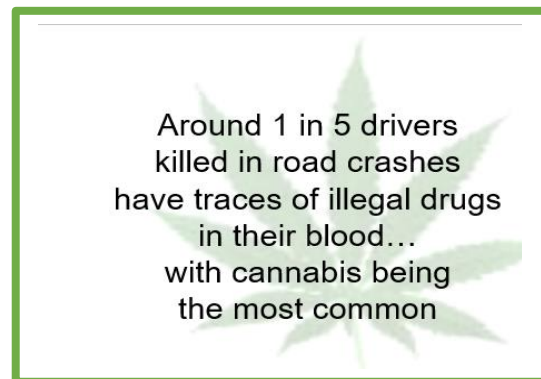
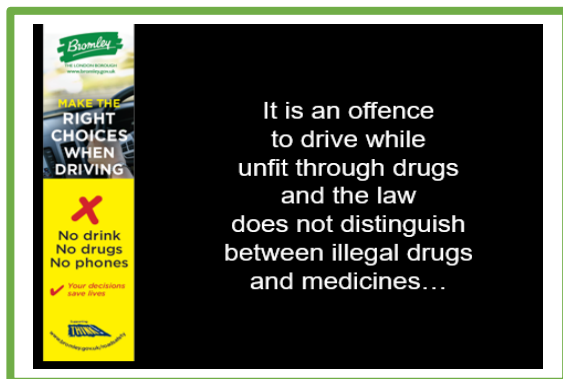
School Work

Road Safety Officers deliver a targeted school programme within a finite resource, prioritising those who are most likely to be hurt or hurt others. This is done by face to face delivery and training, campaigns and promotions and events, plus school newsletters and parent mail. Some of the programmes they deliver are outlined below.

Traffic Education Young Driver Programme

Young drivers not only hurt themselves and their friends they also hurt and put at risk other road users, especially the vulnerable and this is mainly due to inexperience. Traffic Education is a great way of delivering information to a large number of road users and valuable opportunity to try to encourage more positive behaviour to what is often a captive audience.

Road Safety Officers have delivered a programme of Young Driver (Traffic Ed) education to Yr 12 and Yr 13 pre and new drivers for over 30 years. The programme is tailor made for each school, based on the time they could offer up and the size of the group they can provide. The main factors in collisions as mentioned previously are highlighted and as well as learning lessons when things have gone wrong. Students are also educated on how not to crash and encouraged to consider vulnerable road users.



Driven by Consequences (D by C).

In 2008 the Traffic Ed programme evolved with strong support from other partners and the Road Safety Team developed a new event called Driven by Consequences (D by C). D by C is a one-day event held at the school where all of Yr 12 students (usually in the region of 240 students) are taken off timetable and split into around

six groups which rotate around a series of workshops that demonstrate the consequences of dangerous driving, making safe choices and teaching the students how not to crash. The event features presentations by the Road Safety Officers and they are supported by speakers including the Metropolitan Police, London Fire Brigade, London Ambulance Service, London Air Ambulance Service, Victims' families, Phoenix Motorcycling, Kwik Fit tyres, and the British Horse Society. Students attend a mock Coroners Court inquest and a workshop on making suitable travel choices so journeys are not always by car, to encourage active travel. Speakers give compelling accounts of the devastation that can be caused by irresponsible driving and give helpful advice on how to drive safely and avoid other people's mistakes.



Driven by Consequences has received the London Transport Award for Most Effective Road Safety Project and the Highways Agency Excellence Award. It has also been recognised by the National Transport Awards (nominee), Prince Michael International Road Safety Awards (highly commended) and the London Road Safety Council's Laurie Bunn Road Safety Award for Outstanding Achievement (runner up).



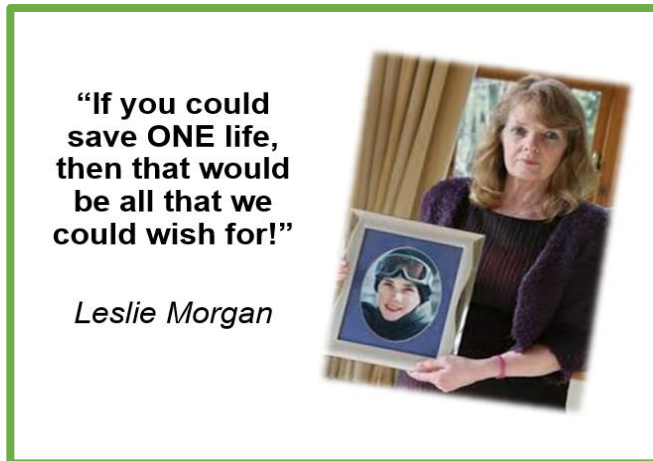
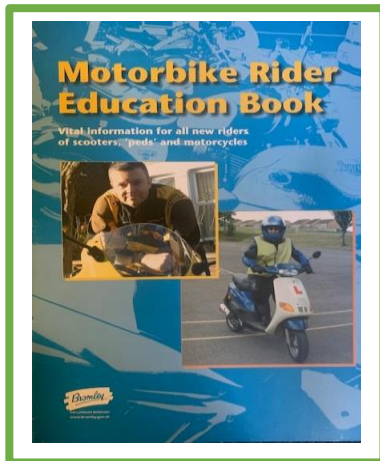
Powered Two-Wheeler (P2W) Education

Our road safety officers visit schools to educate students on driving mopeds and scooters. Their presentation covers essential topics such as:

- Speeding
- Taking risks
- Poor overtaking
- Riding with friends

- Protective clothing
- Taking additional on-road training.

Students are shown photos and film clips of collisions and hear an account of a crash by a young rider who was sadly killed. These images and videos are powerful tools and have a very sobering effect. This course does not aim to deter young people from riding mopeds and scooters, but it is important that all road users are aware of the consequences of the choices they make, as well as their responsibilities, not only to themselves, but to other road users, too. At the end of the session students who ride mopeds are encouraged to attend a BikeSafe London rider skills day.



E-Scooter Awareness

The use of privately owned e-scooters is illegal in the UK, except with consent of the landowner on private land, or as part of an official hire scheme in a borough which is participating in a trial scheme. Bromley is not part of this trial hire scheme so any e-scooter you see used in our borough is being used illegally.



When e-scooters came onto the market and popularity grew, the Road Safety Team put together a range of measures to inform people about the legalities of e-scooters in Bromley.

In-school Talks -The Road Safety team mention e-scooters in every Road Safety Education presentation they carry out and have a bespoke presentation which they deliver to year 11 students as at this age they are able to ride mopeds. *'I thought it was great, lots of information, videos, etc'* - teacher feedback.

Marketing - They produced flyers which have been sent to all schools, carried out school competitions and they have asked the schools to mention e-scooters in their school communications. Information has been shared on social media. There is ad-shell artwork which is displayed around Bromley as well as posters for JCDecaux frames on-streets around Bromley.

Non School Work

Road Safety Officers also deliver a targeted programme of education and publicity to the non-school community. They are adaptable and able to create new programmes and events, but below are two of their main non-school based schemes.

Road Safety Police Stops

The Team work in partnership to educate drivers and riders through roadside stops.

As stated previously in a crash the choice of a car occupant to wear or not wear a seatbelt could be the difference of life and death. Road Safety Officers work alongside Police Officers and educate car occupants about the use of seatbelts showing photographs and sometimes videos at the side of the road to try and change that crucial behaviour. It would be far safer for everyone if people put on a seatbelt EVERY time they got in a car rather than just putting it on quickly everytime they see a Police Car. The team are able to educate on other issues too.



Temporary Road Safety Poster Project

The Road Safety Unit has been erecting temporary road safety posters to lamp columns across the borough for several years. These posters have been useful as a short-term intervention, and we believe that they have a positive effect on driver and rider behaviour. After around four months the posters are moved to a new location.

Topics include mobile phones, speeding, E-Scooters, and giving cyclists more room.



The Cycle Training Team

The Cycle Training Team encourage and enable more people to ride bicycles safely and confidently through training and publicity events including:

- Bikeability training (the old Cycling Proficiency)
- Bike Marking,
- Cycle Maintenance Courses,
- Dr Bike,
- Exchanging Places
- Operation Close Pass Stay Wider of the Rider.
- Supporting at Events such as the Tour De Penge

Adult and Child Bikeability

Bikeability is the government's national cycle training programme, formally known as Cycling Proficiency. It helps both children and adults learn practical skills and understand how to cycle on today's roads.

The Bromley Cycle Team deliver Bikeability in schools across the borough all year. They deliver Level 1&2 training to children in their final year of primary school (Year 6), which starts on the playground and leads on to quiet roads and junctions. They deliver Level 1&2 training in secondary schools but also more advanced Level 3 training which includes the use of busier, faster roads and junctions with more challenging layouts such as roundabouts and traffic lights.



The team also train adults in all levels of cycling. Many adults ask if we can teach them to ride a bike as they never had the opportunity when they were younger. Many who participate in our Learn to Ride sessions go on to ride successfully. One of our instructors always describes the moment an adult finally manages to ride on their

own for the first time. He says, “As soon as it clicks, you see a big grin appear and for that one moment it’s as if that person is a five-year-old again!”

Please send my heartfelt thanks to Jo for teaching me how to cycle. Her instructions were clear, she was incredibly patient and inspiring. There were a few tears though:) Apologies.

Example of feedback from a Learn to Ride Session

Dear Cycling Team,

*Please can you convey my thanks to our outstanding instructors Lindsay and Paul for the Adult Urban Skills Session. I feel empowered and more in control on my bike with the traffic, having completed this course. **Thank you so very much.***

Example of feedback from an Adult Training Session

Others are not confident using a bike on the road as a means of transport. Participating in our Adult Urban course, where the instructors take the cyclists out on the road and give them advice and encouragement often leads to the cyclists feeling much more confident in their ability to cycle as a means of transport.



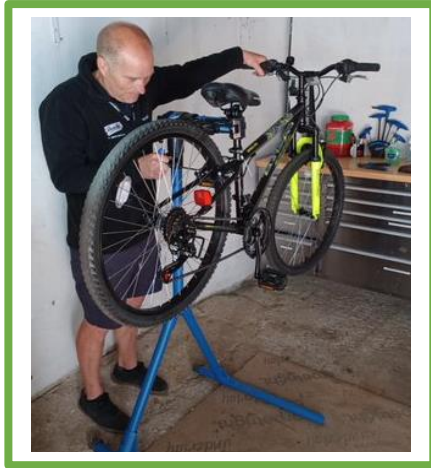
Bike Marking

The Cycle Team works alongside the Metropolitan Police and the Police Cadets to offer a bike marking service.



Cycle Maintenance Coursers

The Cycle Maintenance course is a practical course which members of the public can book onto. The aim of the course ensures that cyclists leave at the end of the day with the confidence to fix common problems on their bike. The course has proven popular with many of those taking part feeling much more confident when using their bikes as a means of transport.



I attended the Bike Maintenance course on the 16th of July. I was out on a ride on Sunday and some silly person had thrown a load of drawing pins in one of the lanes near Biggin Hill. That was a negative! The positive was that I was able to quickly and confidently fix the puncture and get back on the move.

I wouldn't have been able to do it without the course, so a massive thank you!

Feedback from Cycle Maintenance

Dr Bike

Dr Bike sessions are delivered by our qualified mechanics and run throughout the year. Often, they are delivered at Norman Park, but pop-up sessions are run around the borough some before school Bikeability Courses and as part of the team's other promotional events. Recently they have been delivered at Hoblingwell Park to support those using the new pump track.

These events encourage residents to get their bikes inspected. The Dr Bike team can fix minor faults such as brakes, chain, cables, gears, and tyre pressure to keep cyclists on the road.

Good morning, thank you for running this event local to me. I took along both my daughter's bikes. The services and advice provide by the 3 members of bike Bromley was friendly and professional. I left with my bikes in a good condition to get through the winter.

Whilst I was waiting it was nice to talk to other local people using the services and those curious to know what was going on. Nice event for the community

Feedback from Dr Bike Hoblingwell Park



Exchanging Places

The exchanging places project gives cyclist the opportunity to experience what it is like to be an HGV driver and allows drivers to learn about the challenges that face

cyclist on the road and see the blind spots that often hide cyclists. The Cycle Team have worked with the Metropolitan Police to deliver these sessions in Bromley.

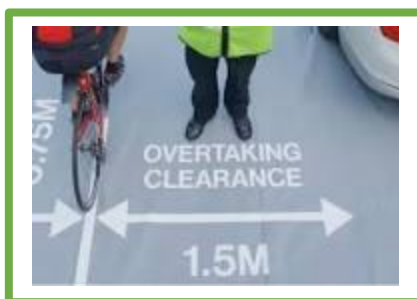


Operation Close Pass

Operation Close Pass / Space for Cyclists is a road danger reduction initiative led by the Roads and Transport Policing Command's Cycle Safety Team and supported by the Cycle team in Bromley.

The initiative works as follows:

A plain clothes police cyclist rides in an area where close passes have been reported. When a driver carelessly overtakes the plain clothes police cyclist, that driver is pulled over by uniformed officers. The careless driver is offered the choice of either receiving a ticket for their careless manoeuvre or receiving a short educational presentation on how to overtake a cyclist safely. During the educational input, the driver and vehicle are checked for other offences.



Stay Wider of the Rider

The Stay Wider of the Rider posters were created by the Cycle Team to remind drivers to give cyclists space when overtaking. These posters are located in areas of the borough where close pass incidents have been reported. The posters are rotated around the borough when necessary.

The team have also worked with the Council's waste contractor Veolia and visited the Green Street Green Bus Garage to educate their operatives about driving large vehicles around vulnerable cyclists.

The Metropolitan Police encourage people to report possible driving offences, including Close Pass incidents using the link below.

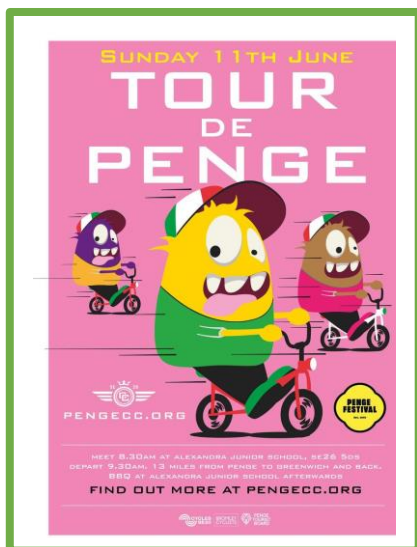
www.met.police.uk/report/report-a-road-traffic-incident/



Supporting Events such as the Tour De Penge

The Cycle team will once again be supporting Tour De Penge this year by providing a Dr Bike service. Around 250 riders signed up to take part in the 2023 Tour de Penge in early June, so the team are likely to were kept very busy.

This event has taken place since 2007 and is a community cycle ride from Penge to Greenwich and back. Using Route 21 the round trip is approximately 13 miles the majority of which is off road. This event attracts cyclists of all ages and abilities.



Partners

We have great support from the local London Cycling Campaign Group: Bromley Cyclists **and Bromley Council's Road Safety Unit**, along with the support of many of our neighbouring cycle clubs, including regular partners, Bigfoot CC from Bromley. Local police will also be on hand to get us off to a good start and help us on the route.

The text above is taken from the Penge Cyclists website

Travel Planning

The Travel Planning Team mainly deal with School Travel Plans but time permitting are able to use the same principals to support business. They run a host of projects and publicity events including:

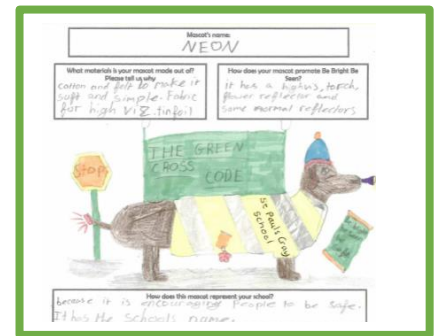
- Junior Travel Ambassador
- Scootsure
- Smart Movers
- Stars

Junior Travel Ambassador

Junior Travel Ambassadors are appointed from Bromley primary schools to promote road safety and active travel in school. Pupils are asked to carry out various activities throughout the year are supported by the Roads Safety Team in Bromley. These activities include assemblies, displays and competitions. Recently, JTAs promoted the Step Into Spring competition which asking children to design footwear for travelling to school. Two borough winners were picked, one from each key stage.

Feedback received from one of prize winners as follows: Ruby was very, very pleased with her voucher – THANK YOU.”

JTAs are invited to two events per year which is great motivator for them to share ideas and meet pupils from other schools.



Scotsure

Scotsure is a playground activity for Year 2 pupils intended to improve awareness for riders and pedestrians, making scooting to school a safe and active way to travel.

The session covers: safety checks, starting, stopping, and turning, looking over shoulders, sharing pavement space, footway hazards and crossing roads and driveways.



Smart Movers

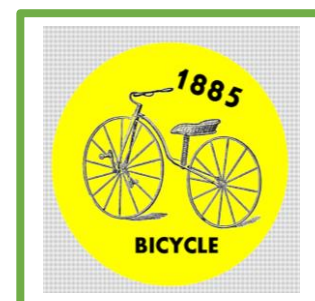
Smart Movers is a reward-based initiative, rewarding pupils for using Sustainable and active travel methods. Pupils are rewarded each month with a badge, the design of which changes every month. Pupils have to meet the criteria of 10 'Smart Movers' (i.e. 10 active and green journeys) in the month to receive the badge. Badges are being sought that are made from recycled materials and are recyclable. This year Smart Movers is 10 years old, with a celebratory 10-year badge commissioned this year.

Feedback from schools about Smart Movers has been very positive:

“Our children love collecting the badges and love to have them awarded them in assembly. They display them proudly on their school bags.”

“It helps to keep active travel on everyone’s agenda.”

“I have to say our infant children love the badges. They badger me every day to complete our survey! They like that they are collectible and enjoy each month getting a new one.”



The Stars Project

STARS is an accreditation scheme for schools across London to develop a School Travel Plan. Working in partnership with schools across the borough, the Travel Planners assist schools with addressing any barriers to safe and active travel to school, document their achievements and monitor their travel behaviour.

Schools can achieve a bronze, silver or gold award for their School Travel Plan based on their level of participation and impact on car use on the school run.

Top School Award 2023

They recently nominated a few schools into seven separate categories for the TfL STARS (Sustainable Travel: Active, Responsible and Safe) Top Schools awards 2023 and were notified that three of their schools have won as follows:

Clare House Primary School is the regional winner of the TfL STARS Biggest Impact Award for South London

Darrick Wood School is the regional winner of the TfL STARS Sustainable Travel Award for South London.

Christine Clements at Wickham Common Primary School is the regional winner of the TfL STARS Top Champion Award for South London.

They are delighted for these schools as they work closely with them and see how hard they work. Pupils and staff are dedicated to promoting road safety to the community and are focused on improving air quality around their schools. They have demonstrated that active travel is at the forefront of their school ethos and shown they are keen to decrease the number of car journeys to their schools. As a Team they have recognised this determination throughout the school year, and they were rewarded at a regional event in London.

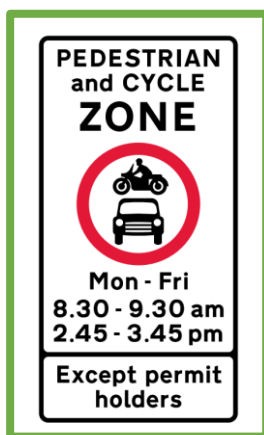
Bromley has one of the strongest STARS Travel Plan Programmes in London. Bromley has achieved the best score for the schools STARS behaviour change

programme among the 33 London local authorities again with the highest number of GOLD accredited schools in London in 2021-22.



Supporting School Streets-

The Travel Planners continue to support any schools who wish to set up and run a School Street and monitor the existing schemes.



Supporting School Crossing Patrols-

The Road Safety team support schools who wish to have a School Crossing Patrol Officer. They start with the initial site evaluation and continue to monitor the site once it is operational. Bromley currently has 24 School Crossing Patrol Officers.

