

**REGIONAL TRANSPORT CONSORTIA GRANT FY2012-13****Regional Transport Consortium: TraCC****Date: 23<sup>rd</sup> November 2011****REVENUE SCHEME SUMMARY FORM***(for completion by Regional Transport Consortia)*

Please complete one form per Activity Area.

**Activity Area** *(please select one per form and delete others as appropriate):* RTP / Sustainable Travel Centres / Road Safety

Scheme/ Activity					Brief Summary		Delivery
Ref	Title	Lead Authority	Scheme Type*	FY2012-13 Scheme Cost (£)	Scheme Description	Key Benefits – outputs and outcomes	Key Risks
RS/034/2012	Megadrive	Ceredigion County Council	Education, Training and Publicity	£14,300	Pre-driver multi agency event held in October of each year. Event includes driving session with qualified instructor, multi agency sessions on drink/drugs, costs associated with driving, action to take in the event of a collision, consequences of being involved in a collision. Attendees given education and training in small groups	Safe , controlled, low cost opportunity for pre-drivers to experience driving and have interactive sessions on driving/car ownership related issues.	ETP risks are low as the funding is directed to provision of resources required for delivery of road safety to the community. Main risk is insufficient funding to deliver initiative, secondary risk would be low take up of initiatives offered
RS/043/2012	Children's Traffic Club	Ceredigion County Council	Education, Training and Publicity	£4,400	The Children's Traffic Club was set up to provide a structured	Reduction in child casualties, analysis via collision database of STATS 19	ETP risks are low as the funding is directed to provision of resources required for

					way for parents and carers to teach their 3 to 4 year old children basic road safety skills, in a fun and interactive way.	information	delivery of road safety to the community. Main risk is insufficient funding to deliver initiatives, secondary risk would be low take up of initiatives offered
RS/044/2012	Crucial Crew	Ceredigion County Council	Education, Training and Publicity	£1000	<p>Ceredigion Crucial Crew is an annual event that teaches essential safety skills to year 7 pupils at our comprehensive schools. On average 1200 pupils participate in the initiative.</p> <p>Different agencies organisations educate each pupil basic yet essential safety skills ranging from Hazard Awareness skills to Emergency procedure skills</p>	<p>Reduction in child casualties, analysis via collision database of STATS 19 information</p>	Main risk is insufficient funding to deliver initiatives, secondary risk would be low take up of initiatives offered
RS/045/2012	Road Safety Exhibition	Ceredigion County Council	Education, Training	£5000	Road safety exhibition trailer for use at public	Reduction in child casualties, analysis	Main risk is insufficient funding to

	Trailer	Council	and Publicity		events and other events including Megadrive. Provision of trailer allows for road safety to be taken to community events providing an information point for the public, appropriate location to house driver simulator and eye sight testing equipment when carrying out external and road side events.	via collision database of STATS 19 information	deliver initiatives, secondary risk would be low take up of initiatives offered
RS/046/2012	Road safety promotional days and child car seat campaign	Ceredigion County Council	Education, Training and Publicity	£3,500	Community based event where parents/carers can receive appropriate advice on fitting car seats, in line with current legislation and guidance. Selection of car seats and vehicle provided as part of event to support advice given.	Ongoing event which benefits young children as passengers. Feedback from attendees obtained on day of event	Main risk is insufficient funding to deliver initiative, secondary risk would be low take up of initiatives offered
RS/047/2012	Pass Plus Cymru	Ceredigion County Council	Education, Training and Publicity	£21,000	Driver training initiative available to young newly qualified drivers	Feedback from attendees obtained on day of event	Main risk is insufficient funding to deliver initiative, secondary risk would be low take up of initiatives offered
RS/048/2012	Road Traffic	Ceredigion County	Education, Training	£7000	Driver training initiative available to	Feedback from attendees obtained on	Main risk is insufficient funding to

	Collision Training Courses	Council	and Publicity		young drivers and repeat offenders	day of event	deliver initiative, secondary risk would be low take up of initiatives offered
RS/049/2012	Eyesight testing campaign	Ceredigion County Council	Education, Training and Publicity	£3,500	Keystone Eyesight testing equipment used at events and initiatives. Initiative supported by Community Safety Partnership Road Safety Sub-group. It involves multi agency road side initiative as well as targeted campaigns in local shopping centres in conjunction with police	Increased awareness amongst drivers about eyesight issues. Feedback from attendees.  Reduction in casualties, and disruption to traffic flows that occurs in the aftermath of a collision	Main risk is insufficient funding to deliver initiatives, secondary risk would be low take up of initiatives offered
RS/050/2012	Driver simulator	Ceredigion County Council	Education, Training and Publicity	£5000	Driver simulator. Provision of driver simulator for use by pre-drivers and drivers as part of targeted road safety training and wider Community ETP initiatives	Safe , controlled, low cost opportunity for drivers to experience variety of driving conditions. Feedback from attendees	Main risk is insufficient funding to deliver initiatives, secondary risk would be low take up of initiatives offered
RS/004/2012	Kerbcraft	Ceredigion County Council	Education, Training and	£35,000	Road safety skill training for young school children.	Encourages children to develop skills in road safety , within	Main risk is insufficient funding to deliver initiatives,

			Publicity		Support service for training of volunteers and provision of service within schools	appropriate setting on highway. Appraisal is carried out by school and CCC staff	secondary risk would be low take up of initiatives offered
RS/051/2012	Junior Road Safety Officer	Ceredigion County Council	Education, Training and Publicity	£3000	Two pupils are selected from each participating school to become JRSO's for the year. The JRSO's work in partnership with the Road Safety Officer of Ceredigion County Council to make everyone in their school aware of dangers on the roads by organizing various activities to promote Road Safety within the school.	Encourages children to develop leadership skills in road safety. Appraisal is carried out by school and CCC staff	Main risk is insufficient funding to deliver initiatives, secondary risk would be low take up of initiatives offered
RS/052/2012	Bike Safe Pilot Scheme	Ceredigion County Council	Education, Training and Publicity	£10,000	Initiative offering training and experience opportunities for motorcyclists, based on Bike Safe/Pass Plus principles	Reduction in casualties, and disruption to traffic flows that occurs in the aftermath of a collision	Main risk is insufficient funding to deliver initiatives, secondary risk would be low take up of initiatives offered

RS/053/2012	Young Farmers Club Road Safety Quiz	Ceredigion County Council	Education, Training and Publicity	£700	Annual competition held for YFC groups, allowing inter-club competition for prize.	Low cost initiatives which targets young drivers and passengers.	Main risk is insufficient funding to deliver initiatives, secondary risk would be low take up of initiatives offered.
RS/054/2012 RS/055/2012	1. Young Driver Interventions 2. Motor Cycle Interventions	Gwynedd County Council	Education, Training and Publicity	£10,000	A series of road safety interventions in collaboration with the emergency services to try and reduce the high number of collisions involving 2 high risk groups.	Less Casualties, safer roads, economic benefits, less emotional impact on families, reduction in demand on emergency services.	
RS/035/2012	Resources	Powys County Council	Education, Training and Publicity	£10,000	Resources and publicity materials.	Provide residents and visitors with improved road safety and awareness and knowledge, which should ultimately lead to a reduction in collisions and casualties.	All resources have to be relevant for the specific road safety issues which we encounter in Powys, as well as supporting National Campaigns. Available resources may not always be relevant for the required subject/issue
RS/036/2012	Young Drivers (17-25 year olds) Casualty Reduction	Powys County Council	Education, Training and Publicity	£31,000	Pass Plus Cymru, Pre-driver education, Operation Loud, Leaflets/z-cards/posters, advertising Pass Plus Cymru	PPC: Reducing young drivers' road risk, valuable experience and skills resulting in reduction in collisions. Pre-driver education: reduction in collisions and casualties Resources and leaflets: reduction in collisions	PPC: Fewer participants due to lower number of driving tests Pre driver education: Some schools reducing length of PSE lessons, reduces opportunity to provide education Resources and leaflets: Produced in-house, so

						and casualties Operation Loud: stop young males driving in anti-social manner, and stop them speeding.	dependent on availability of design team. Also need to ensure leaflets are widely available. Operation Loud: Ensuring representatives from all partner Agencies are available for all events.
RS/037/2012	Road Safety Project Officer	Powys County Council	Staff Costs	£27,000	Essential requirement in carrying out all projects and coordinating ETP.	Able to produce new, unique campaigns aimed at specific groups. Able to create projects aimed at reducing collisions involving most vulnerable road users where there are limited or no resources available. Reduction in collisions and casualties.	Risk of being unable to provide projects aimed at reducing collisions and casualties.
RS/038/2012	Young Passengers and Pedestrians (17-29 year olds) Casualty Reduction	Powys County Council	Education and Publicity	£7500	Fatal 4law, project created using social media to target 17-29 year olds.	Provides info and tips for 17-29 year old passengers to speak out to their dangerous drivers and help reduce collisions	Continuation of Road Safety Project Officer post. Post is responsible for ETP.
RS/039/2012	Motorcyclist Casualty Reduction	Powys County Council	Education, Training and Publicity	£15,000	Training provided as 1 day course for riders, education in the form of posters and leaflets. All resources disseminated	Reduction in casualties, in order to meet National levels.	Availability of tutors to train 60 residents. Time and manpower needed to disseminate information posters.

					through Operation Darwin. Also work in partnership with other counties to produce Local Biker Magazine.		Availability of Design Team for leaflets, problems in acquiring data for leaflets.
RS/040/2012	Mature Drivers (55 years and over) Casualty Reduction	Powys County Council	Education, Training and Publicity	£10,000	Provide training in 1 hour driving assessment. Education via leaflets, publicity via radio and cinema.	Provide mature drivers with improved road safety skills and awareness, and ultimately lead to a reduction in collisions and casualties.	Training confused as a method of removing licenses leads to low uptake of training. Availability of Design Team for leaflets. Distribution of leaflets. Availability of Officers, with regards geography of Powys, number of groups frequented by mature drivers and time constraints.
RS/041/2012	Bikeability (Level 2)	Powys County Council	Education and Training	£5000	Introduce Bikeability Scheme to Powys. Training for Years 7 and 8 in Secondary Schools. Traffic Surveys carried out with students.	Increase cycling, educate and inform cyclists on how to cycle safely.	Continuation of Road Safety Project Officer.
RS/042/2012	Children (0-12 years) Casualty Reduction including the Child Pedestrian Training Coordinator Post	Powys County Council	Education, Training and Staff Costs	£38,500	Education and training through Kerbcraft, Children's Traffic Club, JRSO and pre-school education. Majority of budget allocated to Child Pedestrian Training Co-ordinator, who will be	Kerbcraft: Reduce collisions and casualties, provide children with education and training to keep them safe on the roads now and in the future. JRSO: Reduce number of casualties and collisions,	Continuation of Child Pedestrian Training Co-ordinator Post.



					responsible for all pre-school and primary school education and training.	improve present and future safety, improve safety of children travelling to school. Traffic Club, pre-school and primary education: Reduce collisions and casualties and improve current and future road safety.	

\*Scheme Type – select one of the following: Education; Training; Publicity; Staff Costs; STC Personalised Travel Planning (Local Authority Support); STC Schemes (Existing Local Authorities); Other.