



Report To:
West Lothian Community Safety Board

From:
PC Chris Grey J0715

Meeting Date: 13 November 2018

Subject: West Drive

1. Purpose of Report – Background Summary

West Drive is a road safety initiative aimed at educating young road users and reducing road casualties. The target audience is 6th year pupils who attend each of the 11 West Lothian High Schools and Academies. This means that the target audience is inclusive of young drivers and those learning to drive.

Over the last ten years the initiative has been held annually and has been well attended.

In 2018 the West Drive Event was held at Inveralmond Community High School on the 28th, 29th and 30th August. Each day saw different schools attend for a half day input.

Each session was separated into two parts. The first was based around a theatre production presented by the Baldy Bane Theatre group followed by a number of presentations by the Scottish Fire and Rescue Service, Spokes and Karen Kefferly, whose son was killed in a road accident.

The second part of the day involved indoor and outdoor activities. Police Scotland carried out reaction tests, Highway Code quizzes and activities with 'beer goggles' which provide the visual effect of being intoxicated through alcohol. The East Safety Camera Unit provided Virtual Reality goggles which gave the user the perspective of being in a car accident. West Lothian Drug and Alcohol Service provided information on substance misuse and support for addiction.

SFRS provided access to a Fire Engine, rescue equipment and a crash damaged vehicle. British Transport Police also attended with their Safety Camera Unit to highlight the dangers of level crossings and supported partners in delivering other safety messages.

2. Terms of Report

The following section of the report will assess

- Budget
- Venue
- Attendance
- Partners and Content

Budget

There was no budget provided by the Community Safety Unit to facilitate this event, however, there were associated costs which were covered through other sources.

The Baldy Bane Theatre production was funded nationally through Road Safety Scotland at a cost of about £250000 for the annual program.

Previously, the Community Safety Unit paid the transport fees for each of the schools, however it was agreed prior to implementation this was not feasible. Each school took responsibility for provision of their own transport which came from their own budgets.

There was no cost associated with the use of Inveralmond Community High School. The school provided lunch for the presenters and organisers as they did not have to cover transport.

Police Scotland paid for flowers for Karen Kefferty and a small number of prizes to be handed out to the winners of the reaction tests. The final expenditure was about £58.00.

Each agency covered the cost of their own staffing including travel time and travel expenses. Planning for the event took place approximately two months in advance to allow sufficient time for co-ordination and collaboration.

It is anticipated that there will be no change to the Community Safety budget situation for 2019. Early indications suggest that Road Safety Scotland will not be funding a theatre presentation for the upcoming year. Contact has been made with Baldy Bane to probe costs. It was established that even before a quote was provided the level of cost involved would be too great.

If West Drive is to continue in its current form the following is required;

- **A new theatre group could volunteer their services**
- **Additional funding required to pay for a theatre group.**
- **Remove the theatre production from the event.**

Venue

The venue for West Drive 2018 was Inveralmond Community High School. The presentation was carried out within the assembly hall which served well as a theatre with sufficient sound and lighting. The outdoor activities were held within a sectioned off area of the car park which was more than sufficient for the services available.

There was a degree of disruption for the school to accommodate the event, however the organisers were well received by the school and their staff.

The lack of cost around the venue to both Inveralmond Community High School and to the Community Safety Unit was positive and the possibility of hosting within other schools is a realistic opportunity.

Howden Park Centre have offered their venue for free however there will be a cost for providing staff. The cost of staffing will need to be established when considering this venue. The limited space outside the venue should also be considered in respect of the outdoor activities.

If West Drive was to progress without a theatre production there is no requirement to have a 'static' venue. This opens up the possibility of a Road Show style event, however, this can be labour intensive and add additional pressure to the planning stages.

If West Drive is to continue the following needs to be addressed;

- **The host venue could be a school which would be cost effective for the Community Safety Unit and for the hosting school as there will be no travel implications.**
- **A private venue could be established but with an associated cost which would require funding.**
- **Consider the possibility of a Road Show style event where partners visit each school.**

Attendance

Attendance by the schools at West Drive was acceptable however there was a notable difference between the perceived attendance and the actual attendance. Whilst the final attendance was 79% overall, this meant that there were 240 places that weren't filled. This is the equivalent of one full session. Overall six sessions were provided however with more efficient attendance management the event could have been reduced to five sessions. One reason provided for non-attendance was a clash with University open-days. This also would have had a cost implication for the schools who were paying for buses which were under capacity.

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School	Estimated Attendance	Actual Attendance	Percentage
James Young High	140	140	100%
Broxburn Academy	100	49	49%
St Kentigern's Academy	130	90	69%
Armadale Academy	100	71	71%
Bathgate Academy	90	64	71%
Whitburn Academy	65	54	83%
Linlithgow Academy	150	148	99%
Burnhouse	4	0	0%
West Calder High	80	47	59%
Inveralmond Community High	110	98	89%
Deans Community High	100	71	71%
St Margaret's Academy	108	100	93%
Total	1177	932	79%

If West Drive is to continue the following matters should be considered;

- Review dates to ensure no clash with University open days.
- Establish a consistent staff contact such as Business Support Manager and DHT Pupil Support Schools to manage attendance to prevent over-provision of transport.
- Consider a numbers cap for each school.

Partners and Content

Partner	Role	Assessment
Scottish Fire and Rescue Service	Key involvement in planning. Acted as primary presenter. Presentation on Road Safety, including video. Provided Fire engine, accident damaged vehicle and safety equipment.	Key partner in planning stage and delivery. Content appeared appropriate and aimed at the correct level. Significant role in post presentation activities. Well received by students. No recommendations.
West Lothian Council	Key involvement in planning.	Key partner in planning stage. Limited involvement on delivery.

		No recommendations.
Police Scotland	<p>Key involvement in planning.</p> <p>Co-ordinated event on the day. Provided reaction tests, Highway Code quizzes and beer goggle exercises.</p>	<p>Key partner in planning stage. Took responsibility for co-ordination and delivery. Lacked a presentation.</p> <p>Significant role in post presentation activities. Well received by students.</p> <p>Roads Policing had been arranged to attend however due to an injury were unable attend over the three days.</p> <p>Recommendation – Police presentation required.</p>
British Transport Police Camera Enforcement Unit and Backtrack	<p>Provided Safety advice and also showed students the inside of the safety camera vehicle. Assisted Police Scotland with activity delivery.</p>	<p>Significant role in post presentation activities.</p> <p>Well received by students.</p> <p>No Recommendations.</p>
Spokes	<p>Safe Cycling presentation.</p>	<p>Provided cycling presentation. Placed after SFRS input however this removed some of the momentum built up by SFRS.</p> <p>Post presentation provided an information stall however not well received.</p> <p>Recommendation – relocate or remove presentation from running order.</p>

		Consider safe cycling activity in place. Approach West Lothian Leisure, Cycling Scotland and Sustrans
East Safety Camera Unit	Provided Virtual Reality headsets.	Post presentation provided a VR experience. Extremely well received. Not enough headsets to meet demand. No recommendations.
West Lothian Drug and Alcohol Service	Substance misuse and addiction advice and support. Provided 'beer goggles' and remote controlled cars to simulate poor reactions.	Post presentation provided information stall which had mixed levels of engagement. Beer goggle exercise was popular. No recommendations

It is recommended that if West Drive were to continue then a full review should be carried out in respect of the existing partnership and additional support should be sought from other agencies as well as looking at additional avenues of support from existing agencies. There was a notable absence from the Scottish Ambulance Service who were unable to commit to attendance.

3. Summary of Implications

Relevant SOA outcome (s)	We live in resilient, cohesive and safe communities - Reduce Home, Fire and Road Casualties
Relevant SOA performance indicator (s)	Number of people killed or seriously injured in road accidents
Resources	Scottish Fire & Rescue Service Police Scotland West Lothian Council Spokes British Transport Police

	West Lothian Drug and Alcohol Service
Link to CPP prevention plan/Community Engagement plan	
Impact on inequalities	No Impact.
Key risks	<p>Withdrawal of funding by Road Safety Scotland means that the Baldy Bane theatre group are not available for 2019.</p> <p>A lack of funding presents challenges in securing venues and an alternative theatre group / activity which may impact on quality.</p> <p>If there is no 'buy-in' from education in respect of funding their own transport then the event cannot go ahead.</p>

4. Consultation

Consultation was carried out and each school was requested to submit feedback on the event. Of all those attending 147 responses were received. None of those responding believed the venue to be poor with the majority describing it as 'good' or 'excellent'.

With regard to the presentations respondents believed they were Excellent - 76 Good - 66, Fair – 5. None believed it to have been poor.

The theatre group were rated as Excellent - 78, Good – 59, Fair – 8 and Poor – 2.

The post presentation activities were rated as Excellent – 66, Good – 66, Fair – 12 and Poor – 3.

The overall perception of the event was that it had a direct impact on participants in making them a safer and more responsible driver.

The full results of the West Drive Evaluations can be found here.

<https://bit.ly/2zpXfAT>

5. Conclusions

Overall, the West Drive event is popular and would appear from feedback and anecdotal evidence that it has had an impact on young drivers. Police Scotland data indicates that there has been a reduction road casualties from 482 2016/17 to 416 2017/2018. Whilst this is not down to West Drive alone, it could be considered a contributing factor.

West Drive will not continue in its current form in 2019. It requires investment both in organisational and presentation time, human resources and financial resources to ensure that young drivers are fully aware of road safety and the associated dangers. Future events will rely heavily on support from Education, without which it will cease to exist.

6. Recommendation

The Community Safety Unit remain committed to running West Drive and meeting the needs of young drivers in west Lothian. The event will play a key part within the Community Safety Strategic Plan 2018-2021 and ensures that all partners work together to make West Lothian roads safer for our communities. West Drive requires a significant amount of planning and co-ordination to operate at its current level and with the removal of the theatre production for 2019 the format of the event will inevitably change. It is requested that the terms of this report and proposals are noted and support is sought as the Community Safety Unit move forward with this project.

Glossary of terms
Appendices

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