

Shropshire Fire & Rescue Service

Community Safety Road Safety Strategy 2006 to 2009



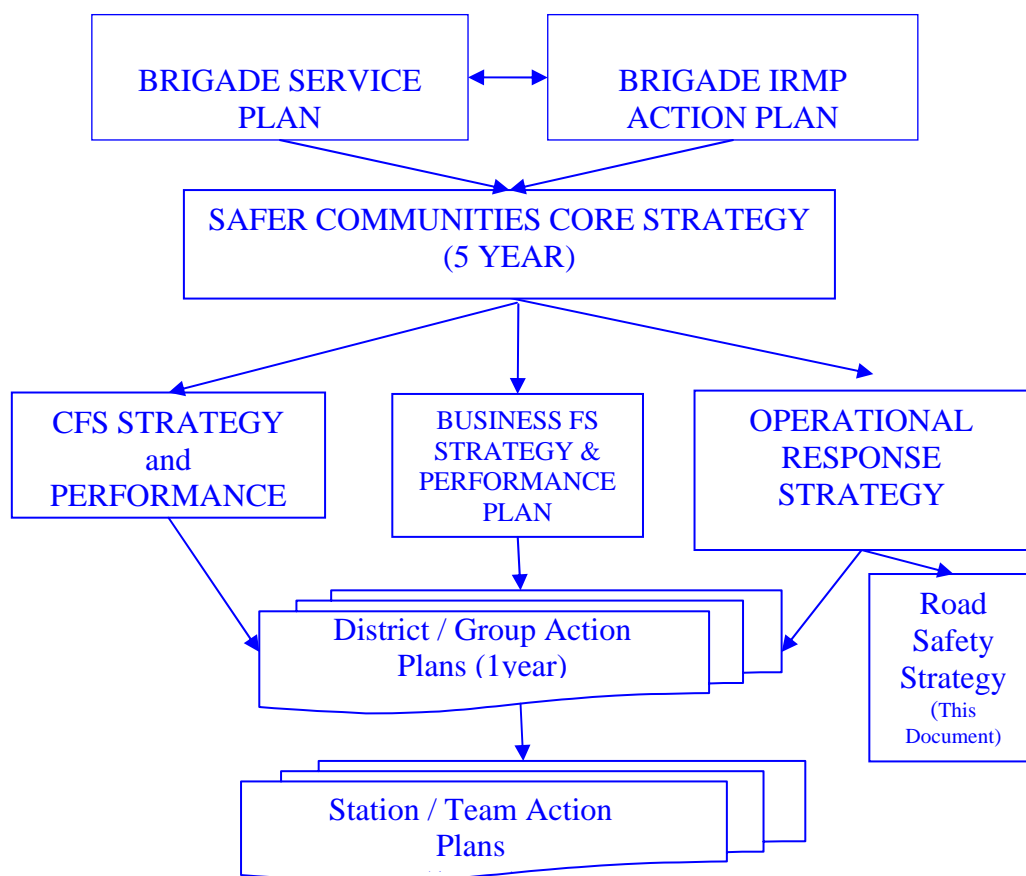
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The Planning Process

This document forms part of the **Community Safety Operations Strategy** for the period 2006-2009.

This plan will be reviewed annually in **April** and will be updated to take account of changes brought forward by the National Framework Document, changes to any of the other linked plans and strategies that impact upon the objectives here and any other needs identified in the Integrated Risk Management Planning process.



INTRODUCTION

Although Shropshire Fire & Rescue Service has been attending RTC for decades The Fire and Rescue Services Act 2004 set out for the first time a legal requirement for the service to deal with Road Traffic Collisions (known as Road Traffic Accidents in the Act)

The Act states that:

- 1) A fire and rescue authority must make provision for the purpose of-
 - (a) Rescuing people in the event of road traffic accidents in its area;
 - (b) Protecting people from serious harm, to the extent that it considers it reasonable to do so, in the event of road traffic accidents in its area.
- (2) In making provision under subsection (1) a fire and rescue authority must in particular-
 - (a) Secure the provision of the personnel, services and equipment necessary efficiently to meet all normal requirements;
 - (b) Secure the provision of training for personnel;
 - (c) Make arrangements for dealing with calls for help and for summoning personnel;
 - (d) Make arrangements for obtaining information needed for the purpose mentioned in subsection (1);
 - (e) Make arrangements for ensuring that reasonable steps are taken to prevent or limit damage to property resulting from action taken for the purpose mentioned in subsection (1).

Since April 2003 every Fire & Rescue Authority has been required to produce a local IRMP that sets out the Authority's strategy, in collaboration with other agencies, for:

- Reducing the number and severity of fires, **road traffic accidents** and other emergency incidents occurring in the area for which it is responsible
- Reducing the severity of injuries in fires, **road traffic accidents** and other emergency incidents.

In addition the Fire Service National Framework Document (NFwD) 06/08 states that *'Depending on local circumstances, authorities may wish to participate in local partnerships aimed at road traffic accident reduction.'*

This plan is produced to direct the work of Shropshire Fire & Rescue Service in meeting the requirements of these documents. It takes into account the work of CFOA in setting strategy and providing best practise. It also supports the road safety plans of both Telford and Wrekin Borough Council and Shropshire County Council.

As with all of our plans this is a living document that will change if feedback from performance, local or national conditions change or when issues require changes in direction or focus.

STRATEGIC CONTEXT

This plan fits into the context of our overall strategy by supporting the delivery of our three ambitions:

PREVENTION

Preventing incidents occurring will be our primary role because by doing so we prevent harm to the community, our employees and the environment.

[Our Ambition is to prevent all fires from occurring and work with Partners to prevent other hazardous incidents in our community.](#)

PROTECTION

Protection is ensuring that wherever possible means are in place to safeguard people until they are able to get to safety. It also means that should an incident occur we will ensure that those facing the risk are well equipped to protect themselves by removing themselves from the danger and calling us to help them.

[Our Ambition is to prevent all injuries and deaths from fire and work with Partners to prevent injuries and deaths from other emergencies.](#)

RESPONSE

Our response is the last resort. However, when we are required to intervene, we will provide the highest quality service, dealing with the incident and the people involved in a safe and professional way. We understand that operational response presents a high risk for everyone so we will ensure we have systems, processes and competences in place to reduce the risk to as low as reasonably practicable.

[Our Ambition is to confine fire spread to the room of origin and to stabilise all incidents within 30 minutes of our arrival](#)

Additionally preventing and responding to RTCs will support one of our **key outcomes**:

***A Safe Shropshire** – where all residents and visitors to our County are safe from fire, fire related anti social behaviours and other hazards whilst at home, work, study, during leisure activities, travelling through our County or being cared for by others.*

At the Service level this plan supports the following Aims.

1. **Reduce the risk to life and material loss from fire and other emergencies in our community.**
2. **Protect life, property and the environment from fire and other emergencies.**

Our Service Objectives further expands on these. In Particular we will:

1. **Reduce the incidence of deaths and injuries in the community.**
2. **Work with Partners to reduce the incidence of death and injury through Road Traffic Collisions on out roads.**

This Plan sets out how we are going to work towards delivering these Aims, Objectives and Ambitions over the next three years.

The National Context

Dealing effectively with RTCs both in prevention protection and response supports a wider context of community safety.

Health: reducing road accidents will help achieve the Government's overall target to cut accidents from all causes, set out in the *Saving Lives: Our Healthier Nation* White Paper.

Environment: reducing speed and managing traffic better helps wider environmental objectives as well as road safety, for example by cutting CO₂ and other emissions and reducing noise.

Education: effective road safety education will help to improve the National child road safety record.

Social inclusion: safer roads can help build stronger communities, so improving road safety should be included in measures to regenerate urban areas and marginalised communities. Deprived areas have relatively poor road safety records.

Background Research

National

When there were only two million motor vehicles in Britain, they killed more people every year than our 27 million or so vehicles do today. There is no question that we have had a long period in which the number of serious casualties has gone down and down. And we have held slight casualties well below the increase in traffic. Everybody can take credit for that. Great Britain has the best road safety record in Europe apart from Sweden.

Nevertheless, no one can be satisfied when around 10 people are killed and 110 people are seriously injured **every day** on the roads. That is unacceptable and it is not inevitable. We have to make further efforts aimed at eliminating the principal causes of this suffering.

Every year, around 3,500 people are killed on Britain's roads and 40,000 are seriously injured. In total, there are over 300,000 road casualties, in nearly 240,000 accidents, and about fifteen times that number of non-injury incidents. Each of these accidents cause immense human suffering but they also present a serious economic burden on the UK; the direct cost of road accidents involving deaths or injuries is thought to be in the region of £3billion a year.

The government has set a 'Safer Roads Target' that by 2010 the country will achieve, compared with the average for 1994-98:

- a 40% reduction in the number of people killed or seriously injured in road accidents;
- a 50% reduction in the number of children killed or seriously injured; and
- a 10% reduction in the slight casualty rate, expressed as the number of people slightly injured per 100 million vehicle kilometres.

Local

In Shropshire over the last five years the number of deaths on the road has decreased more sharply than national trends

In Shropshire 2004 saw 50% fewer people killed and seriously injured on the roads than in 1994 compared with a 25% reduction nationwide. However, despite these significant reductions in road accident casualties there were still over 1,350 people seriously injured or killed in road accidents in the County. These accidents are the most significant source of accidental death accounting for about 56% of all accidental deaths.

Pedestrians account for around 12% of road casualties and cyclists represent around 5%. The biggest group of those killed or seriously injured, not surprisingly are car, van and lorry users, 62% and motorcyclists representing 20%.

The comparison with fire is stark. In the same year Shropshire had 31 people who were killed or seriously injured from fires in homes, commercial premises and fires in vehicles. (8 fatalities)

Road Deaths – a Rural Phenomenon?

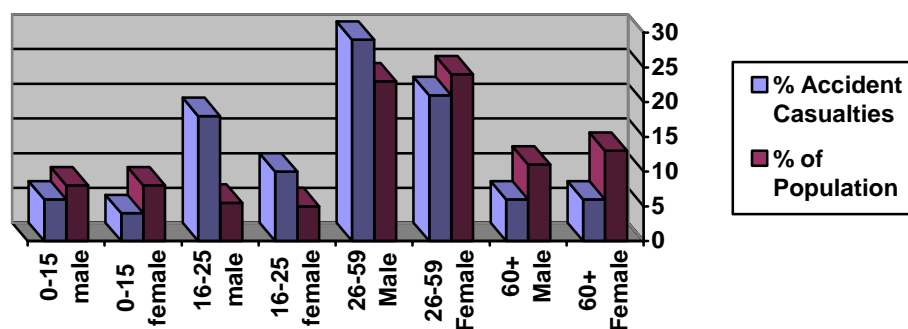
An analysis of all Shropshire's road accidents and casualties over the last 5 years identifies distinct patterns in rural and urban areas. In the analysis urban areas have been taken to be built up areas of over 1,500 population with rural being the remainder.

All Accidents in Shropshire	All Urban	Urban KSI	All Rural	Rural KSI
Cyclists accidents	246	34	115	31
Pedestrian accidents	369	92	181	63
Powered two wheel vehicles	164	49	407	203
Car accidents	1180	180	3151	701
LGV accidents	218	34	772	179

The table above shows the pattern of involvement of different user types in accidents in both rural and urban areas of the county. It can be seen that accidents involving cyclists and pedestrians are more common in urban areas, reflecting the higher levels of walking and cycling in these areas. It is also seen that the severity of accidents for all users is greater in rural areas, which is likely to reflect the higher traffic speeds on rural roads.

There are nearly three times as many accidents involving cars in rural areas than urban, and rural accidents are more likely to result in serious injuries (22% compared to 15% of urban car accidents) A similar pattern emerges with LGVs but interestingly only 30% of the casualties from accidents involving LGVs are occupants of goods vehicles. The majority of casualties are car users (57%).

Profile of at risk groups



Analysis of RTCs by gender (above) shows that people injured are more likely to be male (60%) than female.

Males aged 16 – 25 have the highest rate of casualties. The group represents less than 6% of Shropshire's population but 10% of all casualties. They are also more likely to have accidents with serious consequences and represent 21% of all fatal and serious casualties.

The other two groups over represented in casualty figures are females 16-25 who are 5% of the population but 10% of all casualties; and men between the ages of 25 and 59.

(Data: Transport statistics Great Britain 2004; Regional Transport Statistics 2003; Shropshire Road Casualty Data)

Factors Affecting Road Accidents

More than three times as many people are killed in rural areas of our county than in urban areas and generally it is to these incidents in rural areas that we get called. It makes sense therefore that before we set out our prevention, protection and response plans that we look at the main features of accidents on rural roads so we can better target our resources at the larger issues.

The OECD (1999) suggests that much of the rural road safety problem can be categorised into three accident types:

- Single vehicle accidents (especially running off the road)
- Head-on collisions
- Junction Accidents

The report also points to three hazard factors which contribute to accidents:

- Driver Behaviour
- Vehicle factors
- Road environment

In terms of relative importance of these factors Sabey and Staughton (1975) reporting on a study of over 2,000 accidents between 1970 and '74 showed that 95% of accidents involved human factor with 28% involving road factor and just 8.5%

involved a vehicle factor. Whilst this gives an indication of the relative importance of these factors Sabey (1980) cautions that:

“It is too easy to conclude that all effort should be applied to influencing human behaviour directly, without taking into account the detailed circumstances, the multiplicity of factors that lead to accident occurrence, and the chances of success of the measures applied”

Relationship between Speed and Accidents

In general a reduction in speed is associated with a decrease in accident rate and severity. An often quoted rule of thumb found by Finch *et al* (1994) states that a reduction of 1mph in mean speed leads to a 5 reduction in accident rate.



Mosedale and Purdy (2004) looked at the occurrence of excessive speed as a contributory factor for accidents involving vehicle types. They found that for all severities, all motorised vehicle types showed greater incidence of excessive speed on rural roads than on urban roads. The same study revealed that 45% of all

serious and fatal accidents on rural roads were caused by excessive speed.

Alcohol and Drugs

The impairment effects of alcohol on driving are well known and even at low concentrations alcohol can have an impact on driver performance. Tunbridge *et al* (2001) reported on a study looking at the incidence of alcohol and other drugs in road accident fatalities. They found that alcohol was present in 31% of casualties and at least one medicinal or illicit drug was present in 24% of the sample.

Fatigue and sleep related crashes

Driver fatigue and sleepiness is recognised as being a significant accident causation factor. Crashes involving the driver falling asleep are rare on urban roads because driving conditions are relatively stimulating. These crashes typically occur on rural roads, especially rural motorways where the driving task can be monotonous and undemanding. (Horne and Reyner 2001)

Sleep related crashes, unsurprisingly, tend to occur at night and to be more severe due to higher impact speeds. They tend to involve drivers who are at work or driving company cars (Maycock, 1996, 1997) and younger male drivers (under 30) are particularly at risk (Reyner *et al* 2001)

Distraction and inattention

Several research studies have examined the detrimental effects of driver distraction on performance. These distractions can be either external to the vehicle (for example advertising signs) or internal to the vehicle (using a mobile phone). Brown *et al*

(1969) first identified the potential driver impairment effects of distraction through phone conversations; with the rapid increased availability and use of mobiles the issue is much more prominent.

Seat Belt Use



Studies have shown that seat belt wearing rates vary by time, location and car occupant demographics. For example Broughton (2003) reported on seatbelt wearing rates and found that wearing rates were higher for women than men, higher on non built up roads and rise with increasing age. She also reports that seat belt wearing rates are lower for rear seat passengers and young male drivers.

Several studies show the benefits of seat belt use in terms of casualty and severity reduction. Williams *et al* (1991) found a 19.5% reduction in the number of road deaths in Scotland after the introduction of compulsory front seat belt usage in 1983.

Road Users

Young drivers and passengers

Nationally and locally, as set out earlier, young drivers, especially 16-25 year old men have the highest killed or seriously injured rate per head of population out of all age groups.

Tourist / visitors

Research in rural areas by Sharples and Fletcher (2001) finds that a markedly high proportion of drivers suffering accidents were more than 240Km away from their home address at the time of the accident. Their main conclusions were that:

- Tourist activity does significantly boost accident numbers in rural tourist areas.
- The overall rate of road accidents per vehicle mile is not increased significantly during high tourist season.
- Driving on unknown roads may have an impact on accident occurrence rates.

Agricultural vehicles

In a number of studies both in the UK and abroad the relationship between farm vehicles and accidents on the road has not been proven however, in a study by Knight (2001) highlighted that tractors may pose a specific risk to motorcyclists. Research in the USA (which may not be applicable here) identified that proper lighting on agricultural vehicles was an issue and it was estimated that 15% of motorcyclists, 15% of car occupants and 15% of tractor occupant themselves could have been saved with correct levels of conspicuity of farm vehicles.

Road Environment Factors

Road Type

The majority of roads in Shropshire are rural single carriageway roads. Barker *et al* (1998) examined all reported injury accidents occurring in 1994-95 on rural single carriageway roads in the UK. This updated a previous study of 1988-89 data with which comparisons were made. The notable findings were:

- Most accidents occurred on A roads (53%) on 2 lane roads (90%) in 60 MPH limits (96%) and away from junctions (63%) they mostly involved 2 vehicles and no pedestrians (55%) occurred during daylight (71%) and occurred in fine weather (53%)

Road Width

In general wider roads are found to have a lower accident risk (Zeeger *et al*, 1981). More recently Hughes and Amis (1996) found that for single carriageways in Cambridgeshire, a 1 m increase in carriageway width was associated with a 19% decrease in accidents.

Bends and Hills

Hughes and Amis also found that for single carriageways in Cambridge an increase in bendiness of 1 degree per Km was associated with a 1% increase in accidents. More recent work by Taylor *et al* (2002) on a variety of rural road types suggests that more sharp bends per kilometre are associated with a higher accident risk. Gradient was found to have a mixed effect with steep downhill gradients having a higher accident rate whilst steep uphill gradients had much less effect.

Junctions and Accesses

Many studies find that accident rates are related to the number of junctions along any stretch of road. Hughes and Amis (1996) for example found that a significant number of accidents occur at private accesses such as business accesses, tourism spots and Sunday market locations where traffic movements are higher. They also found that older drivers had greater involvement in accidents involving right turn or crossing main carriageways at junctions.

Light Conditions

In a study which examined the effects of darkness on accident rates Green (1980) looked at the number of accidents in the five working days before and after the Sundays where the clocks changed. Looking at rural roads the study found that the frequency of all injury accidents was about 50% higher and fatal and serious accidents about 100% higher.

Emergency Response

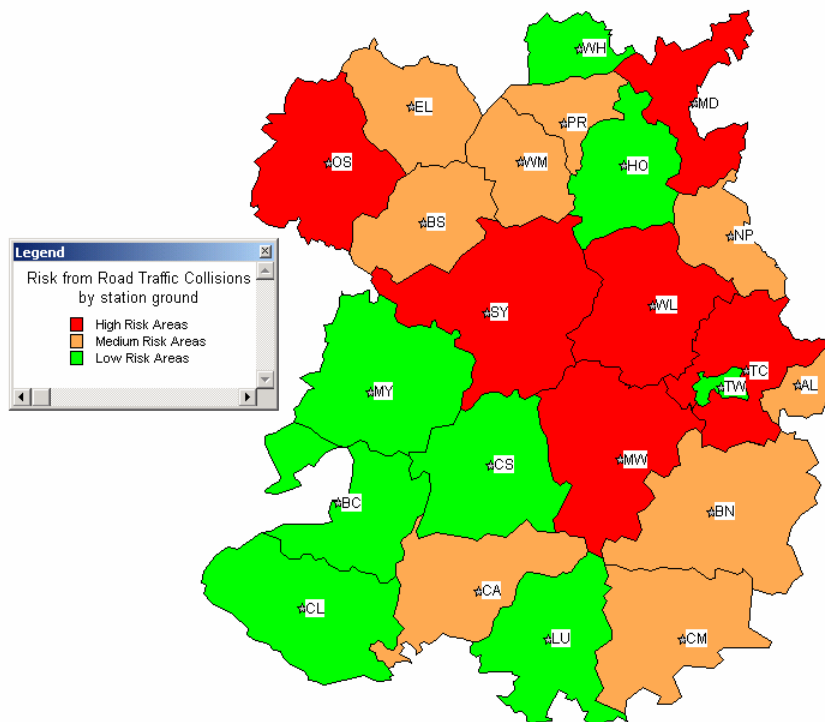
Emergency medical response time is known to be a critical factor in the mortality associated with road crashes, especially in rural areas. Several studies have suggested that the higher fatality rate on rural roads can, at least partly, be explained by emergency service response times. Unpublished research by the University of Leeds, cited by MVA (1997) suggested that factors such as light and weather conditions, response time by emergency services and size and age of vehicles may play a role in different rates on Scotland's rural roads.

The OECD points to research which identifies three clear time periods in which trauma death can occur. It states that 50% of trauma deaths occur within a few minutes of an injury, that only a few of such casualties can be treated successfully and then only in large urban areas where treatment is rapidly available. The second period, known as the Golden Hour, is the period in which early treatment could make a significant difference to survival. The third period occurs several days after the event and the OECD asserts that early treatment may not have a significant effect on the outcome (OECD, 1999). Therefore strategies that improve emergency medical response within the golden hour would appear to have most merit.

Application of Research to Shropshire Fire & Rescue Service

The very wide research into deaths and injuries on UK roads gives us a clear direction into our plan for RTCs across the county. Our **Prevention, Protection** and **Response** strategies will be guided by the research and by ongoing research with partners locally, regionally and nationally.

Likelihood and Severity of RTCs in Shropshire



Our research from historical data identifies high medium and low areas of risk of RTCs within the County.

From this data we will deliver improvements to our service delivery, through correct positioning of resources, as well as targeting our prevention work.

In our strategy we will concentrate on areas that suggest we can make the most impact in reducing the incidence of RTCs.

Target Areas from Research

1. We will target our work at young people between the ages of 16 and 25, especially young men who account for the highest percentage of our 'customers'.
2. We will support Safety Camera Partnerships in reducing speeding on rural roads that account for a high proportion of road deaths and injuries.
3. We will continue education into the effects of drugs and alcohol especially on the impact of these substances on driving.
4. We will work with partners to target mobile phone users to reduce distraction incidents.
5. Our messages will include the importance of always using seat belts especially for rear seat passengers.
6. We will work alongside partners to educate 8 to 15 year old young people in safe cycling in town and fringe and urban areas.
7. We will use our mapping systems and data to identify accident black spots and work with partners to deal with these in the most effective ways.
8. We will work within schools to deliver pedestrian safety messages and training to young persons (5-10 yr olds)
9. We will work with partners to deliver car safety seat checks in rural areas.
10. We will join up our annual electric blanket testing programme with the eye sight checking scheme run by our road safety partners.
11. We will use our Integrated Risk management Systems to ensure the most rapid response to Road and other trauma accidents, with the correct equipment and training to give casualties the best opportunity for early release from vehicles and thereby improve their chances of an early recovery.
12. We will work with partners and CFOA in particular in lobbying for greater support for e-Call to be fitted in all new cars.
13. We will ensure that all our front line operational staff have suitable trauma care training to support casualties in the golden hour.

Prevention

As a fire & rescue service we have a great deal of experience over the years in community safety activities, particularly in the area of educating people about the dangers of fire. RTC prevention will be a new area for us. We will work with colleagues in CFOA to identify best practise but will more significantly work with local partners through the Local Area Agreements in Telford and Shropshire to identify areas where we can support the excellent work already going on in these areas.

We will support partners in the principals of the five 'E' s of prevention:

Engage – this is our unique contribution. The Fire and Rescue Service is trusted, we have credibility, a proven track record of community safety delivery, and we are good role models, respect as well as a freshness and vitality for the agenda.

Educate – and increase awareness in road safety issues. We have access to the high risk groups on a regular basis and we are already out there working within communities. We will educate and train our people to ensure that they deliver correct and consistent information around RTC prevention and protection.

Engineer out the problem – we will work with partners to identify the high risk patterns on the County’s roads and work with others to identify the engineering solution including vehicle construction and extrication principles.

Enforce poor driving / road user behaviour – we will work with police, local authority road safety officers and others to promote and carry out education and awareness programmes that are sometimes offered in lieu of fines / penalty points.

Evaluate the impact of our prevention interventions by developing multi agency data sharing and intelligence protocols to influence future interventions and to enable us to track the impact of what we and our partners do.

Protection

One of our ambitions is to ensure that people can protect themselves when the experience an incident. There is much we can do to ensure that road users protect themselves.

- We will work with partners to highlight the effect speed has on the survivability of road traffic collisions.
- We will increase awareness of the beneficial effects of seatbelt usage, particularly for rear seat passengers.
- We will increase awareness of the importance of giving exact locations of incidents when reporting them so that emergency medical and rescue teams can locate the scene quickly.
- We will lobby Ministers to increase their support for the fitting of e-Call equipment to all new cars.
- We will work with partners to increase the number of members of the public who have basic first aid skills to increase the survivability of accident victims.

Emergency Response

Emergency Response is our core statutory duty and is the sixth ‘E’ of RTC intervention. Shropshire Fire & Rescue Service has a great deal of experience in dealing with a broad range of RTCs and has well trained and equipped fire & rescue staff to attend incidents across the county.

Our key drivers for operational response are:

To pre-plan for RTCs through application of Geographical Information Systems, incident data and through liaison with partner agencies. This will ensure that we have the correct resources across the county to meet our RTC

attendance standards. We will attend all RTC, with the correct resources, within the following times.

Area	5 fire-fighters with specialist Equipment	8 fire-fighters with specialist equipment	Specialist Rescue Tender.
Rural	20	20	30
Town & Fringe	15	18	30
Urban	10	13	30

Our current performance targets seek us to meet these attendance times on 77% of occasions. However as can be seen below there are a number of areas where we fail. To address this we will review equipment provided on appliances to ensure that those vehicles in these areas are provided with the correct modern equipment to deliver the best level of service to the community.

Station	% Brigade failure
Much Wenlock	23.1
Oswestry	17.9
Market Drayton	12.8
Shrewsbury	12.8
Telford Central	12.8
Bridgnorth	7.7
Cleobury Mortimer	5.1

To quickly identify location of incidents when information comes into our Emergency Control Centre. We will do this through intelligent questioning of callers, be they members of the public or partner emergency centre controllers and using the local intelligence of our Fire Control Centre Staff. Additionally we will use electronic mapping systems to pinpoint incidents.

To ensure that drivers know the location and route to incidents and 'Drive to Arrive'. We will do this through ensuring good location information is sent from our Emergency Control Room staff to our fire-fighters and that the drivers have good local knowledge. Where necessary we will provide electronic means for specialist appliances to access the quickest routes to incidents. All drivers will undergo high quality initial training which will include specialist blue light training. They will also be required to pass regular assessments of driving competence.

To ensure that crews are well led and directed at RTCs. We will ensure that all Incident Commanders are selected carefully and receive suitable initial and ongoing training in command principles.

To ensure that all crews are safe and effective whilst carrying out RTC work. We will ensure that crews are safe by providing training and assessment in risk management issues and will provide suitable personal protective equipment for all exposed staff. We will also ensure that crews have the correct equipment that they

are well trained to use. All fire-fighters will also receive ongoing trauma care training and be provided with the necessary first aid equipment to ensure we can give the best survival chance to RTC victims; this will include regular training together with Ambulance Service staff so that we are able to function as a cohesive team.

To ensure that all victims of RTCs receive the best possible ‘customer care’.

As well as the first aid and professional use of equipment issues discussed previously we will ensure that all our staff treat victims of RTCs with dignity and respect, recognising that people in traumatic situations require extra special and professional treatment even if they are not injured themselves.

Synergy with other Service Objectives

Many of the projects and objectives identified in this strategy have obvious links to our primary aim of Community Fire Safety, others less so. The following table sets out where it is felt the delivery of these new inputs will have beneficial impacts on current outcome targets as well as obviously reducing deaths and injury on the road.

RTC Prevention Initiative	Impact on CFS Targets	Reason
Target 16-25 year old males with RTC education.	Reduction in death and injuries in fire.	As well as road safety we will include information on alcohol, cooking and fires (‘Dying for a plate of chips’) in every presentation.
Drug and alcohol education in RTC campaigns	Reduction in death and injuries in fire.	We will include information on impact of alcohol and drugs on fire survival in all presentations.
Safe cycling projects	Reduction in attacks on fire-fighters. Reduction in arson and hoax calls	Our local fire-fighters will be known by all young people thus reducing likelihood of attack. We will include our messages on hoax calls in all cycling proficiency sessions.
Car Safety Seat Project	Reduction in death and injuries in fire. Increased recruitment of women	We will offer all parents of babies and young children free home safety checks. We will give information on the retained service to all young mothers.
Stepping Out pedestrian safety for young children	Reduction in attacks on fire-fighters. Reduction in arson and hoax calls	Our local fire-fighters will be known by all young people thus reducing likelihood of attack. We will include our messages on hoax calls in all Stepping Out sessions.
Electric Blanket and eye check scheme.	Reduction in deaths and injuries from fire	Combining the scheme will get greater media coverage and will increase take up of services.

Audit and Review

One of the 6 'E's for RTC intervention as discussed earlier is 'Evaluation'. We will ensure that we continue with effective evaluation at three levels:

Strategic Tactical Outcome

Strategic Evaluation

Partnerships

As with all partnerships we will carry out regular evaluation of the impact of our investment in time and resources. This will be a two way evaluation with partners to identify areas for improvement or if the partnership is still required. Results of such evaluation will be communicated to the Partnership Officer.

Location of resources

We will continually review the location of our resources through evaluation of attendance times and by receiving feedback from local debriefs. This evaluation will be included within our Integrated Risk Management Plan so we can review location of stations or move to dynamic resource location.

Types of resource

We will continually review the types of resource available. The location of Rescue Pumps and the Rescue Tender will be of greatest interest but we will also consider newer innovative means to get the right resources in location within our attendance standards. Strategically we will work with partners such as CFOA and the Fire Service College to identify changes to vehicle construction and evaluate how this might change procedures or equipment needs for the service.

Tactical Evaluation

Types of equipment

Crews and Incident Commanders will review equipment effectiveness during the debriefs of incidents. They will feedback any issues to the Operational Procedure & Equipment Group.

Procedures

Training Staff and Crews will review operational procedures during debriefs of incidents. They will feedback any issues to the Operational Procedure & Equipment Group.

Working Partnerships

Crews will review working relationships with operational partners such as the Police and Ambulance services and will feedback any issues to the Operational Procedure & Equipment Group.

Outcome Evaluation

Prevention

Together with partners we will monitor the effectiveness of our interventions with regular review of accident statistics.

Protection

Together with partners we will monitor the effectiveness of our interventions with regular review of injury statistics.

Response

We will continually review our attendance times and operational effectiveness, proposing changes to Policy Group where necessary.

Budget

We are not centrally funded to carry out RTC prevention work so we will need to find innovative ways to get the necessary resources to expand into this area of work.

Many of our actions however, can be carried out with little or no extra money but by reallocating resources within the Community Safety Teams. We are already carrying out education initiatives in schools at every key stage and many of these interventions include road safety. With little extra sponsorship from partners who do receive Government funds to reduce accidents we can expand this education work into 6th form colleges and colleges of higher / further education.

We will seek a small 'pump priming' budget from the Fire Authority for station open days, which will start the RTC prevention process in 2006. As we increase contact with Partners we will be in a better position to bid for a specific RTC prevention budget in 2007/08.

Initial indications are that to deliver all first year projects £x (new money) will be required in first 12 months and around £x for the following three years. Wherever possible however, once we can demonstrate our ability to deliver, we will bid for resources from other groups such as Safety Camera Partnerships and LAAs. For this reason we cannot accurately plan our budget beyond this first three year period.

The initial indications of budget requirements are contained within the Action Plan at the end of this document.

Risk Management

There are a range of risks that will prevent us delivering this plan:

Risk Area	Risk Level	Control Measures
Budget not available for RTC prevention.	High- no government funding for RTC prevention	Work closely with partners to use their resources. Use current CFS resources to 'add on' RTC prevention.
Partners not willing to allow FRS to become players in RTC prevention as we do not have any separate funding.	Moderate.	Demonstrate to partners how we can add value to their reduction / prevention strategies.
Not having time and people resources to develop and deliver RTC prevention.	High	Use enthusiastic members of staff on Station to be 'Champions'. Secondment of 1 full time Crew Manager for 12 months to set up systems and processes. Bidding for resources through partners.

Action	Date Start	End Date	Resources Required	Person Responsible
Develop partnerships with: Shropshire County Council Road Safety Team Telford & Wrekin Road Safety Team West Mercia Police West Mercia Safety Camera Partnership	August 2005	Ongoing	Time only	Deputy Chief Fire Officer.
Work with Partners to deliver education initiatives to 16-25 year old men and women in 6 th Form Colleges and Higher / further Education establishments.	September 2007	Ongoing each year	£x* to develop training packages including interactive RTC vehicle.	Head of Fire Prevention to Develop. Head of District Performance to deliver.
Work with partners to deliver 3 Fire Station Open days in 2006 targeted at RTC prevention.	First Open Day August 2006	Last Open Day October 2006	£x* per open day for human resources and preparation.	Head of District Performance for delivery DCFO for partnership and Resources.
Develop initiative with partners to reduce mobile Phone use in cars.	July 2007	ongoing	Not known at present.	Head of Operational Response
Work with Partners to include key road safety messages on selected fire appliances	June 2007	Ongoing	£x* for 5 new Appliances	Head of Operational Response
Set attendance standards for RTCs across the County	April 2005	April 2006	Time	Head of Risk Management
Carry out mapping exercise using RTC data to identify areas of under / over provision	April 2005	April 2006	Time	Head of Risk Management
Develop plan to upgrade RTC appliance and equipment provision across the county.	April 2005	April 2006	Plan development – time	Head of Risk Management
Implement Appliance and equipment upgrade plan to meet new attendance standards.	December 2005	April 2007	Budget already allocated	Facilities Manager
Work with Partners to share RTC data to improve	August	Ongoing	Not known at this time	Head of Risk

Action	Date Start	End Date	Resources Required	Person Responsible
prevention and response delivery	2006			Management
Continue to deliver RTC training to all front line operational staff.	Ongoing		£10,000 per year (already allocated)	Training Delivery Manager
Continue to improve RTC training facilities on retained and wholetime stations.	April 2004	April 2009	£5,000 per year (already allocated)	Facilities Manager
Continue to deliver high quality trauma care training to all front line fire-fighters.	April 2002	Ongoing	£10,000 per year (already allocated)	Training Delivery Manager
Work with partners to increase accuracy of location information from members of the public reporting RTCs.	April 2007	Ongoing	£x* per year for advertising campaigns.	Head of Fire Control Convergence
Work with Partners to deliver a safety message when clocks change in Spring and Autumn each year.	October 2006	ongoing	None	Operational Response Manager
Work with 8 – 15 year old young people in urban areas on cycle safety issues	June 2007	Ongoing	£x* per year for salaries.	Operational Response Manager
Develop systems and processes, including partnership agreements, training protocols etc	April 2007	April 2008	1x Crew Manager Salary (£x*)	Operational Response Manager
Work with partners to deliver car child safety seat checks on Retained Stations.	September 2007	ongoing	£x* per year for salaries	Head of District Performance.
Lobby Ministers, through CFOA, for increased support of e-Call to be fitted to all new cars.	September 2006	January 2007	None	DCFO
Work with partners to support schools in delivering the 'Stepping Out' initiative in rural schools across the county.	September 2007	Ongoing	£x* for first year, then review.	Head of District Performance

* = New Money

More Information

This plan sets out in clear terms what we wish to achieve over the next three years. If you require further information see our web site at

www.shropshirefire.gov.uk

or write to the;

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