

SAFER TOGETHER



**MAKING SOUTH YORKSHIRE
ROADS SAFER**
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South Yorkshire Safer Roads Partnership Countywide Road Safety Update Volume 8 | Issue 7 | October - December 2020

Overview

Firstly, we would like to wish all our partners a Happy and Healthy New Year. 2021 has started out in exceptionally challenging circumstances and we thank you all for your organisation's invaluable response to this health crisis. We will continue to play our role in keeping South Yorkshire's communities as safe as possible.

Looking back to the final quarter of 2020, we continued to adapt our provision to meet the requirements of Government restrictions. Be Bright Be Seen (BBBS), National Road Safety Week (NRSW), Tyre Safety Month and the Christmas Drink and Drug Driving campaigns formed our headline promotional activities.

We continued to develop our digital projects, including the Bright Squad animations, which were new for the 2020 BBBS campaign. Our education programme continued, with our schools' officer Allison delivering virtual lessons as well as in person where possible.

We launched our Safer Driving at Work promo video and continued to run our monthly powered-two-wheeler features including the Mech' It Better YouTube videos which are being really-well received.

We teamed up with South Yorkshire Fire and Rescue on their Dark Nights engagement work to hand out BBBS resources to young people.

We worked with partners for this year's NRSW – the theme for 2020 being 'No Need to Speed'. Banners were placed at local fire stations, schools and South Yorkshire Police's Ops Complex generating positive publicity for the campaign.

Road Safety Superhero Captain DynaMo came back out for the festive period with his own unique virtual lights switch on event.

Our LEGO characters and home-made miniature village returned for both the LEtSGO back to school safely messaging and drink/drug driving. We will certainly see them again in 2021.

Safer Driving at Work

Our Safer Driving at Work promotional video is now live on our website and YouTube channel having already had more than 250 impressions.

Digital Diversity Initiative: Schools

We have already begun to roll out some of our new digital content in schools. Once completed, the package or resources will be available on the SRP Classroom section of our website which is currently being developed. The aim is to offer remote learning opportunities and allow schools access to a series of age-appropriate road safety lesson plans, guides, videos and activities.

SRP Classroom - education delivery tailored to specific school

Our schools officer has undergone training to deliver on-line classroom sessions and has been working closely with our current Junior Road Safety Officers.

We have delivered sessions to the following schools across South Yorkshire:

Sheffield Secondaries – digital assembly

Firth Park Y7 (240 pupils)
Hinde House HP Y7 (200 pupils)
Stocksbridge Y7,8,9 (420 pupils)
Chaucer Y7,8,9 (600 pupils)
Forge Valley Y7 (180 pupils)

Doncaster secondaries – digital assembly

Astrea Woodfields HP Y7,8,9 (450 pupils)
Campsmount Y7,8 (280 pupils)

Rotherham secondaries – digital assembly

Wingfield Y7 (180 pupils)
Rawmarsh Y7 (200 pupils)

Sheffield Primaries – actual visits

Valley Park Y6 (60 pupils)
Woodhouse West Y6 (60 pupils)



In addition...

5 **JRSO actual visits** (Rotherham) – introduction

1 **JRSO actual visits** (Barnsley)

BBBS digital assembly:

Rotherham: 31 primaries

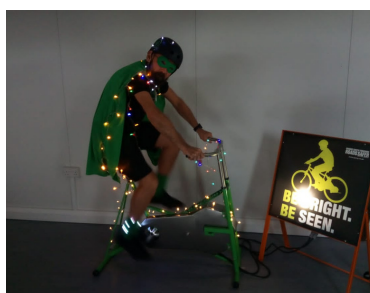
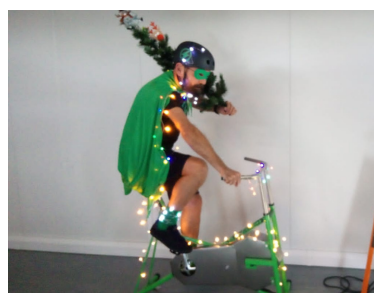
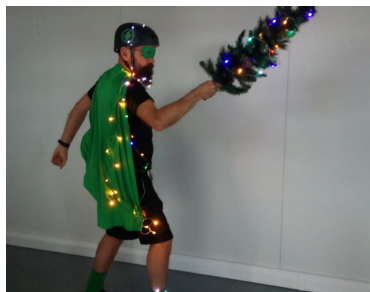
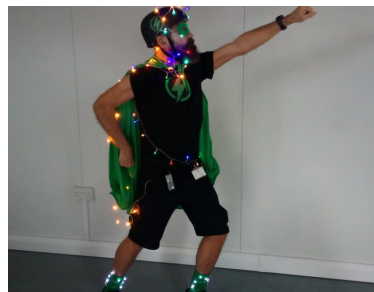
Sheffield: 21 primaries

Barnsley: 9 primaries

Even a primary school in Wakefield asked to use our resources!

Virtual events: Captain DynaMo Christmas Lights switch on

With festive events cancelled due to the pandemic, our road safety superhero (aka engagement officer Martin Lunn) decided to host his own Christmas light switch on event as part of our Be Bright Be Seen campaign. Using our electricity generating bike, the Captain appeared to light his own Christmas tree as well as our road safety messaging board. This was well received on YouTube, social media and TikTok.



Virtual events: SNOOD IN THE HOOD Advent Calendar

Safer Roads had its own unique Christmas Countdown, offering 25 different ways to wear the iconic Be Bright Be Seen snood. From our own pet dogs, to hedgehogs and Christmas stockings, for a bit of light entertainment during December we ran the images across Facebook, Twitter and Instagram.



Virtual events: Merry Xmas Mocktail Making

Sticking with the Christmas theme, Martin joined forces with our project officer Wendy Abbott to create a menu of festive mocktails as part of the Drink / Drug Driving campaign. The recipes can be found on our website.



Powered-two wheelers

As part of our monthly series of messages for riders we have promoted (via press releases, social media and YouTube videos):

- **P2W Tyre Safety** (as part of national Tyre safety month) '#RubberUP!' promoting the importance of checking your tyres, how vital they are on a two-wheeled machine and how they are taken for granted but can be the difference between stopping in time or not at all. We created our own info-graphics around the themes of pressure, minimal tread, grip levels, quality of tyres, cuts or bulges and weekly checks.
- **Mech It Better + SRP** - monthly YouTube videos on basic bike maintenance
- **BBBS on two-wheels** - focus on riding, personal protective gear and risks
- **Winter riding** - covers topics including wind-chill factor and suitable clothing

Young Drivers

Drive Start - Agilysis are developing an online e-module version of this session. We hope that this will be ready for dissemination in February. Students will be able to access this e-module via a computer to complete at home or in school.

We are very excited to announce that **Take Control** is now ready for delivery. This is our new two-hour session aimed at young drivers and passengers in Y12 and Y13. The session aims to help students recognise, understand and control their impulsive behaviours. Unfortunately we are currently unable to deliver this session due to Covid restrictions.

We have been advertising **Road Ready** and have had a good response. Due to Covid restrictions in Nov/Dec, we have not been able to deliver as we would have liked to but all students who has signed up have been offered a suite of e-modules to complete that will help improve their driving skills. We have procured Prof David Crundall of Nottingham University to evaluate Road Ready and this evaluation is set to start when we can safely continue delivery of the sessions when restrictions are lifted.

Driving Test Success has now been offered to all schools and colleges in South Yorkshire. This app allows young learners to hone their skills and practice hazard perception and theory test. Studies have shown that the better you are at hazard perception the safer and more responsible driver you are.

During lockdown we are scoping out ideas on how to help and engage with young people online - keep your eyes peeled on our social media pages.

Launch of Wehrle's World blog:

This quarter we introduced Safer Roads manager Joanne Wehrle's very own blog. The blog, which takes a personal approach to road safety-related issues, will be updated regularly on our website and shared across our platforms.

Campaigns:

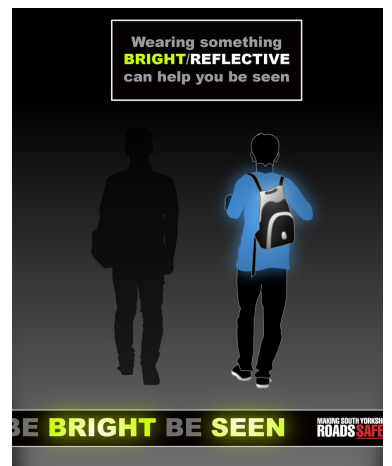
We ran four campaigns this quarter, BBBS, NRSW, Tyre Safety Month and Drink and Drug Driving. In response to the ever-changing Covid-19 restrictions and the impact on people's daily habits, our paid-for campaign tactics switched from mass-reach to hyper-targeted including the use of Ivans, radio adverts and social media posts (YouTube and Facebook). This was supported by our usual organic PR activity in partnership with South Yorkshire Police.

This quarter saw our highest reach of the campaign calendar, with organic and paid-for reach totalling more than 2.7 million.



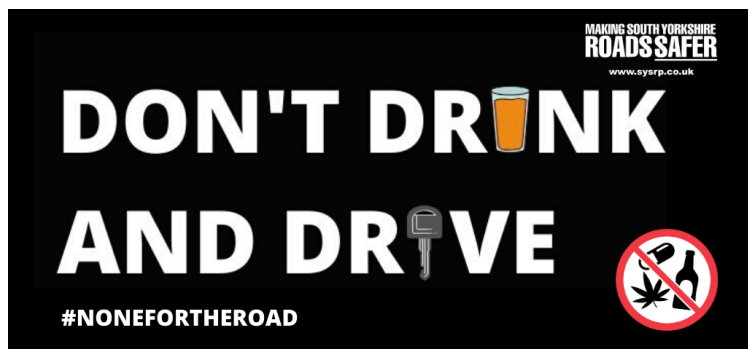
Press releases:

- Tyre Safety Week - Judge Tread
- Ditch the Bling – P2W safety
- Be Bright Bus joins the school run
- National Road Safety Week
- Fire Service Gives out Bright Ideas
- Meet the Bright Squad
- Launch of Drink Drive Campaign
- Ride Free promotion
- Christmas Getaway tips



Social media

We currently have **4,255** Twitter followers and **2,837** Facebook followers. We also have **389** Instagram followers and are building our LinkedIn profile to reach out to new audiences.



Website unique users:
4,006

Social media reach:
804,461

Total reach:
2.7 million

The road ahead...

- Mobile phones campaign
- Powered-two-wheeler campaign
- Launch of *Lockdown Lookout with Benny*
- Continue to develop digital projects prioritising secondary school students, young riders and drivers.

Thank you for taking the time to read our newsletter...we hope you are all safe and well. You can find more details about all our activities and courses [here](#).

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