

## Equality Impact Assessment Record

Date of EIA

1<sup>st</sup> May 2009

Directorate

Environment Culture & Communities

Initial Screening Record	
Activity to be assessed	<b>Road Safety Education Training Publicity (ETP)</b>
What is the activity?	<input type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input type="checkbox"/> Review <input checked="" type="checkbox"/> Service <input type="checkbox"/> Organisational change
Is it a new or existing activity?	<input type="checkbox"/> New <input checked="" type="checkbox"/> Existing
Aim / objective / purpose of the activity – who is the activity designed to benefit/target?	<p><b>The purpose of the activity is to:</b> Reduce the number of crashes and casualties on public roads within Bracknell Forest.</p> <p><b>The activity is designed for:</b> All road users i.e. pedestrians, cyclists, motorcyclists, drivers, and vehicle passengers who work, live or travel through the Borough.</p> <p>Road Safety ETP addresses the safety of all road users through generic campaigns and utilises casualty data to identify specific groups to which ETP interventions are targeted.</p>
Who is responsible for the activity?	The person/section/team responsible for this policy/function is: Bracknell Forest Council Road Safety Team
Did Step 1: Initial Screening indicate that a full EIA was necessary?	<input checked="" type="checkbox"/> Yes – full EIA completed and recorded below. <input type="checkbox"/> No – full EIA not completed therefore record ends here.
Full EIA Record	
Who are the members of the EIA team?	Neil Mathews: Principal Engineer (Traffic & Safety), Tina Housego: Road Safety Officer
What evidence has been found to indicate that the activity might need to be amended? (Include any consultation undertaken)	<p>The DFT provide statistical information on which specific areas to target through consultation with Thames Valley Police. Each incident has a specific Stats 19 form completed which collates detailed information for statistical recording of all incidents in the Bracknell Forest area.</p> <p>The nature of the service requires that all road users have access to Road Safety Education, Training and Publicity.</p> <p>Please see attached Appendices.</p>
With regard to the equalities themes, which groups might be <b>impacted</b> by the activity? Might any of these groups be impacted <b>adversely</b> ?	<b>Groups Impacted</b>
	<b>Groups impacted adversely</b>
What evidence is there to suggest an impact/adverse impact?	<p>See Appendix 1 and supporting information</p> <p>See Appendix 1 and supporting information</p>
On what grounds can impact or adverse impact be justified?	Targeting ETP towards those groups that have a higher statistical chance of being involved in a crash should result in the lowering of casualties for that group.
Is there any current action that addresses issues for any of the groups impacted/adversely impacted?	See Appendix 1
What changes will you make to the activity reduce or remove any	Changes will occur if the monitoring of collision data highlights differing target parameters.

differential/adverse impact?	
Into which action plan/s will these actions be incorporated?	Road Safety Plan
Who is responsible for the action plan?	Neil Mathews: Principal Engineer (Traffic & Safety)
Have any examples of good practise been identified as part of the EIA?	No
Has the EIA been published on the Council website?	Yes
Who is the relevant Chief Officer and have they signed off the EIA?	Bev Hindle, Chief Officer: Planning & Transport  Signature.....
Which PMR will this EIA be reported in?	Q1 2009/10

## Appendix 1

### Monitoring of Equality: Road Safety Education, Training and Publicity

Equality Category	Positive Impact	Negative Impact	Neutral	Reason/Evidence																								
<b>Gender</b>																												
Women	✓		✓	<p>National research has shown that young female passengers are a category disproportionately represented in casualty statistics. A Thames Valley initiative actively supported by the Council, which targets young female passengers, is the 'For My Girlfriend' campaign. Through a variety of publicity materials the road safety message is disseminated to young women.</p> <p>Other campaigns are not specifically aimed at women at present. However, if crash data analysis identified a disproportionate increase in female casualties in other areas then programmes would be altered to address this change.</p>																								
Men	✓			<p>National research has shown that male drivers suffer a higher casualty rate than females in the same age group, especially between the ages of 20-24.</p> <table border="1"> <thead> <tr> <th>Car drivers</th> <th>Male</th> <th>Female</th> </tr> </thead> <tbody> <tr> <td>Under 17</td> <td>31</td> <td>1</td> </tr> <tr> <td>17</td> <td>191</td> <td>53</td> </tr> <tr> <td>18</td> <td>316</td> <td>104</td> </tr> <tr> <td>19</td> <td>283</td> <td>107</td> </tr> <tr> <td>20 to 24</td> <td>1,025</td> <td>401</td> </tr> <tr> <td>25 to 29</td> <td>678</td> <td>282</td> </tr> <tr> <td>30 to 39</td> <td>976</td> <td>487</td> </tr> </tbody> </table>	Car drivers	Male	Female	Under 17	31	1	17	191	53	18	316	104	19	283	107	20 to 24	1,025	401	25 to 29	678	282	30 to 39	976	487
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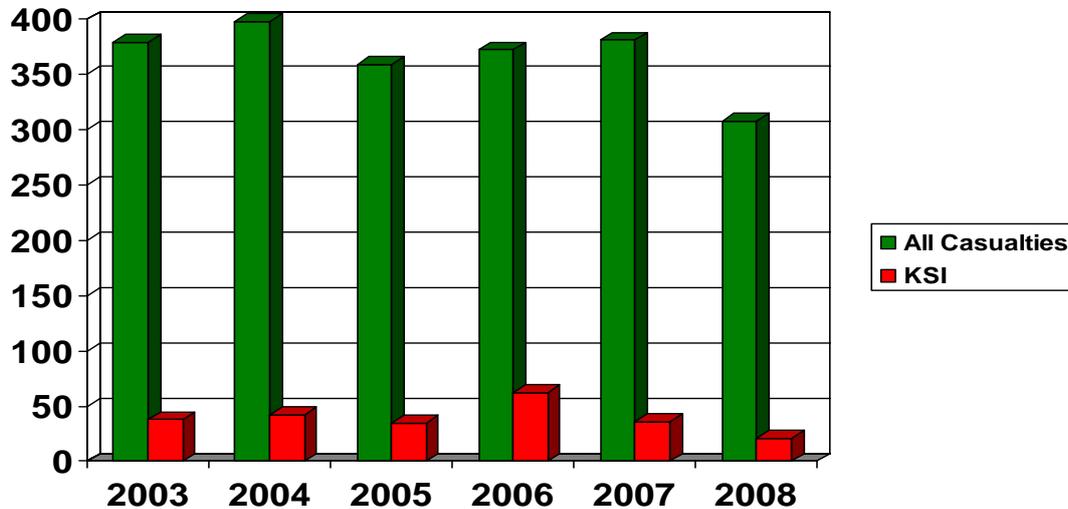
Men (continued)	✓			<p><b>Number of Killed Serious injured drivers in Great Britain 2007.</b> <i>Road Casualties Great Britain 2007 (DfT, 2008)</i></p> <p>Continued:</p> <p>Consequently Education, Training &amp; Publicity (ETP) measures have been created to specifically target young males.</p> <p>Bracknell Forest Council participates in the Safe Drive Stay Alive theatre production - a hard hitting multi-agency education programme aimed at teenagers, the delivery of Pre-Driver Education to schools and colleges, and the promotion of the BTEC qualification in Driving Science.</p> <p>These ETP measures aim to influence attitudes and behaviours of young drivers, especially males, in areas that can greatly reduce their risk of becoming a casualty.</p>
<b>Age</b>				
17 – 25	✓			<p><b>Chart 3</b> attached shows 'Casualty ages per population in Bracknell Forest'. It can be clearly seen that higher casualty rates are recorded for the ages 15-24.</p> <p>Research has shown that nationally 1 in 4 young men who are killed or seriously injured are under the age of 25. Drivers aged 17-19 are six times more likely to have a drink drive crash than drivers aged 30 – 34 years (<i>DfT Think website</i>)</p> <p>Bracknell Forest Council targets this age group with a variety of Road Safety ETP measures (see those listed in Gender section above).</p>

60 +	✓			<p><b>Chart 3</b> attached shows 'Casualty ages per population in Bracknell Forest'.</p> <p>The Borough, when compared to the rest of the UK, has a lower average proportion of the population over the age of 60, yet casualties per 1000 population are disproportionately high for this age group.</p> <p>Bracknell Forest Council produces resource information specifically for the older driver. The 'Older and Wiser' booklet covers all aspects of road safety for the older driver, giving advice on how to remain a safe driver as well as making the older driver aware of the possible dangers faced as one gets older.</p>
Children (School ages)	✓			<p>Anyone under the age of 16 is classified as a child for the purposes of casualty data.</p> <p>The Road Safety casualty reduction targets set by Government include a 50% reduction in child serious and fatal injuries by 2010 (from the 1994-98 average). See <b>Appendix 2</b>.</p> <p>Bracknell Forest Council continues to provide ETP to school age children - delivering a wide-ranging road safety programme into local schools and supporting national Department for Transport (DfT) campaigns. Pedestrian and cycle training is also supported through the Road Safety Team.</p>
<b>Disability</b>				
Mobility scooters	✓		✓	<p>National campaigns are not specifically aimed at those with restricted mobility; the DfT does not differentiate in terms of the disability of casualties. Casualty data recorded by the Police does not include this information.</p> <p>Not part of any nationally analysed statistics but based on an increase in the use of mobility scooters around the Bracknell Forest area an information</p>

				booklet has been produced by the Road Safety Team to raise the road safety issues of the use of these forms of transport on and off road. <i>Corporate standards on accessibility to information apply.</i>
<b>Race/ Ethnicity</b>			✓	<p>National campaigns are not specifically aimed at different races or differing ethnicity; the DfT does not differentiate in terms of the race/ethnicity of casualties. Casualty data recorded by the Police does not include this information.</p> <p>However, population monitoring by the Council will show any requirement of a particular ethnic group that may necessitate materials being produced in other languages. <i>Corporate standards on accessibility to information apply.</i></p>
<b>Sexual Orientation</b>			✓	The DfT does not differentiate in terms of the sexual orientation of casualties so no data exists for this category - it is not considered relevant to ETP activities. Casualty data recorded by the Police does not include this information.
<b>Religion or Belief</b>			✓	The DfT does not differentiate in terms of religion or belief of casualties so no data exists for this category – it is not considered relevant to ETP activities. Casualty data recorded by the Police does not include this information.

CHART 1

## Bracknell Forest Casualties 2003-08



Road traffic injury crashes are classified into three groups based on severity: Killed, Serious or Slight. Killed and Seriously injured are known as KSI.

In 2007 Bracknell Forest had 4 fatalities and in 2008 there were no fatalities

## Appendix 2

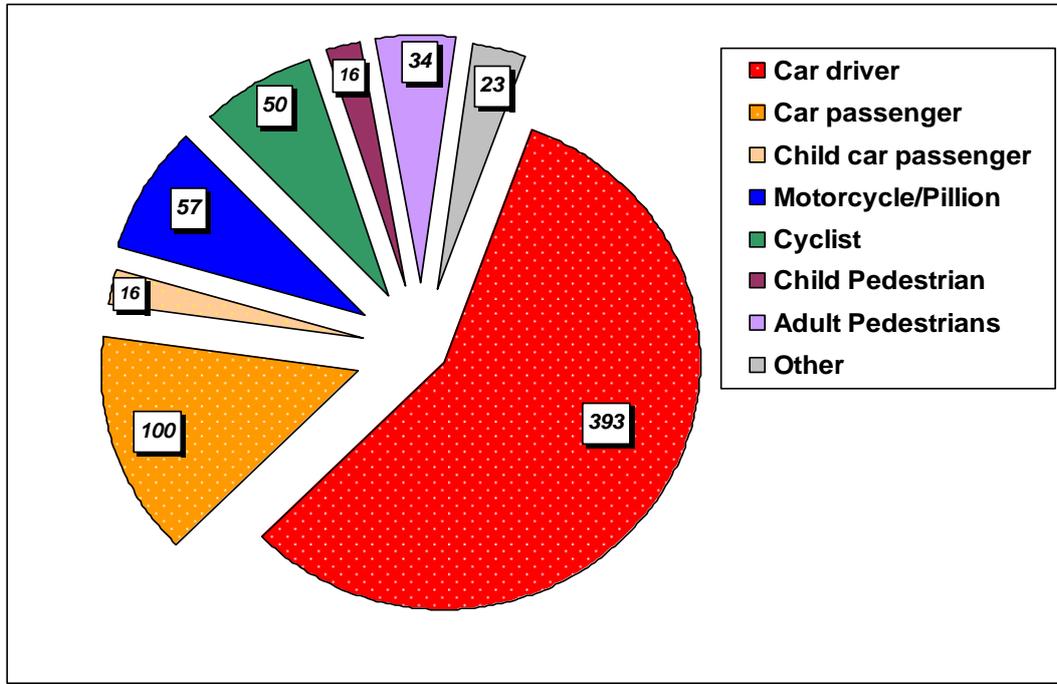
### Casualty Targets

National targets for casualty reduction were set in 2000, with a particular emphasis on child casualties. Compared with the average casualty numbers recorded in the period 1994-98, the national goal is to achieve, by 2010:

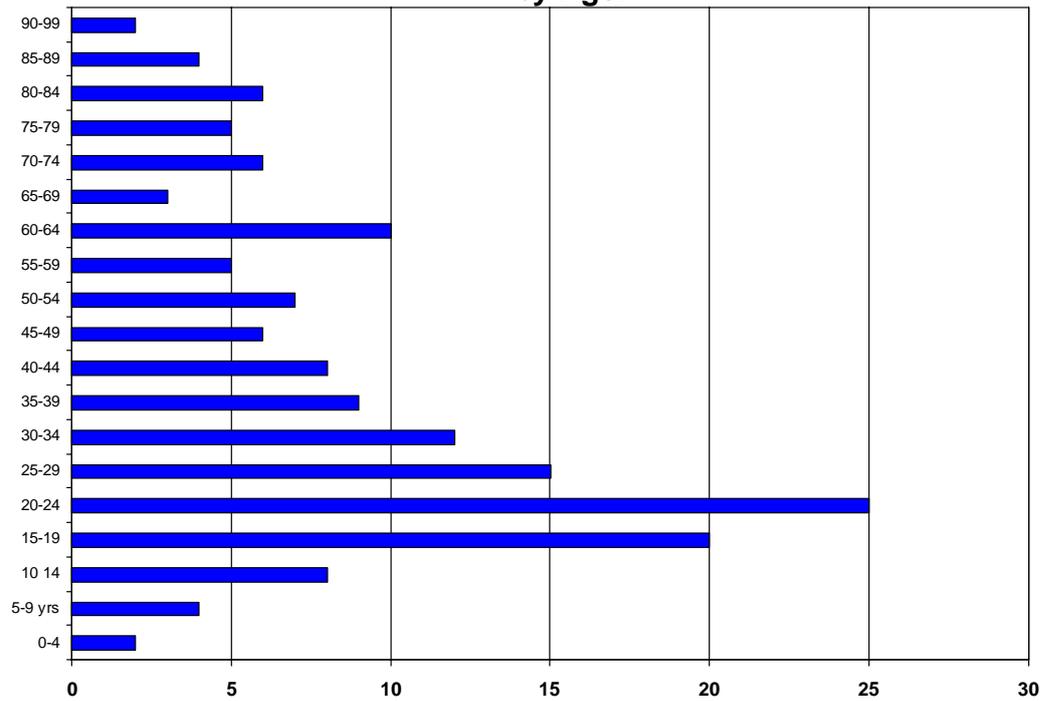
- **40% reduction in the number of people killed or seriously injured.**
- **50% reduction in the number of children killed or seriously injured.**
- **10% reduction in the slight casualty rate, expressed as the number of people slightly injured (per 100 million vehicle kilometres).**

*Bracknell Forest has exceeded these targets and continues to work towards the further reduction of casualties on the road.*

**CHART 2** **Bracknell Forest Casualties**  
**Key Target Groups (based on 2007-08 data)**

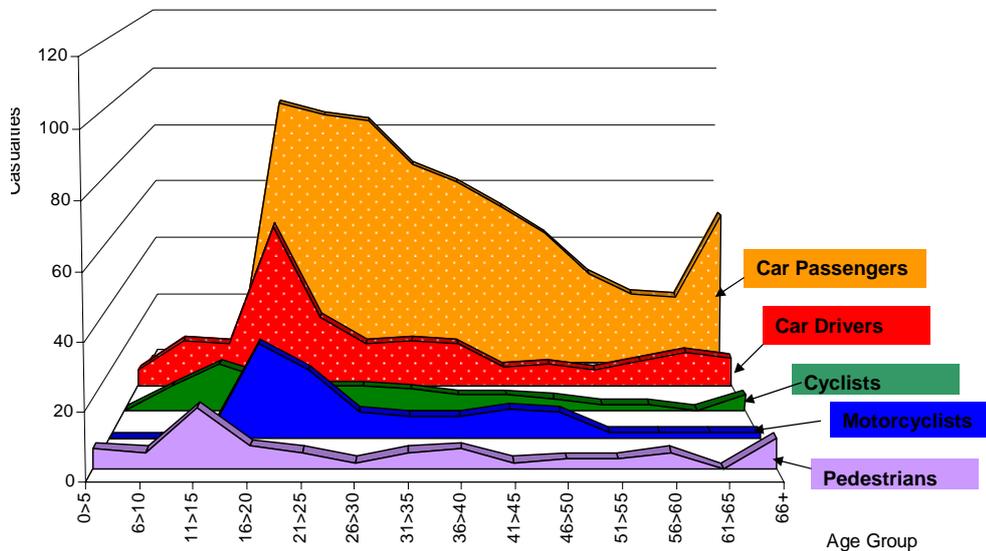


**CHART 3** **Bracknell Forest Casualties per 1000 population by Age.**



## CHART 4

### Bracknell Forest Casualties By User Group & Age (based on 2007 to 2008 data)



## Appendix 3

By analysing crash and casualty data Education, Training and Publicity interventions can be created to target those groups that demonstrate a higher vulnerability to being involved in an injury incident.

### Key statistics:

**Young drivers make up over 42% of all car driver casualties.**

ETP activity: 'Save Drive Stay Alive' theatre production, Pre-driver Education, BTEC in Driving Science

**Car passengers under the age of 20 years make up 44% of all car passenger casualties.**

ETP activity: 'For My Girlfriend' publicity campaign.

**62% of all cyclist casualties are under 30 years of age.**

ETP activity: 'On road' cycle training for children to establish cycling skills for life.

**47% of pedestrian casualties are aged 20 years or less.**

ETP activity: 'Safer Steps' pedestrian training for children which provides a toolset for life.

**Motorcyclists account for 25% of all serious and fatal accidents but only 1% of traffic.**

ETP activity: Supporting the Thames Valley Police 'Safer Rider' campaign.