



Home Office

Crime Reduction & Community Safety Group

Tilley Awards 2008 Application form

Please ensure that you have read the guidance before completing this form. **By making an application to the awards, entrants are agreeing to abide by the conditions laid out in the guidance.** Please complete the following form in full, within the stated word limit and ensuring the file size is no more than 1MB. Failure to do so will result in your entry being rejected from the competition.

Section A: Application basics

1. Title of the project: The Roadsafes Roadshow.

2. Key issue that the project is addressing: **To address the disproportionate number of 17-24 year olds killed or seriously injured on the road due to excess speed.**

Author contact details

3. Name of application author: Lawrence Speer

4. Organisation submitting the application: Police Service of Northern Ireland

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Secondary project contact details

8. Name of secondary contact involved in the project: George Doherty

9. Secondary contact email address: george.doherty@psni.pnn.police.uk

10. Secondary contact telephone number: 02890650222 Ext 69989

Endorsing representative contact details

11. Name of endorsing senior representative of lead organisation: **ACC** J A HARRIS

12. Endorsing representative's email address: drew.harris@psni.pnn.police.uk

13. For all entries from England & Wales please state which Government Office or Welsh Assembly Government covers your area e.g. GO East Midlands: Not Applicable to PSNI

14. Please mark this box with an X to indicate that all organisations involved in the project have been notified of this entry (this is to prevent duplicate entries of the same project):

Section B: Summary of application - In no more than 400 words use this space to provide a summary of your project under the stated headings (see guidance for more information).

Scanning:

The Roadsafes Roadshow partnership initiative was conceived in 2001, by Road Education Officers all of whom are experienced Road Policing officers. The concept was born out of a desire to effectively address the carnage on Northern Ireland Roads. It was noted that statistically the 17-24 age group, particularly males were disproportionately over represented in fatal collisions. Officers recognised that the only prospect of success lay in a focused, targeted and joined up approach, involving multiple partner agencies.

Analysis:

Background research studies were conducted with other police services including Australia and New Zealand in order to identify and utilise best practice. Whilst the Roadshow has no equivalent that we know of, it was obvious that the most successful approaches were those involving multiple agencies. The envisaged terms of reference for the programme recognised that whilst proactive enforcement has its place, the key to reducing killed or seriously injured (KSI's) in this target group is to alter the often negative mind set and attitude that exists.

Response:

The Roadshow was designed as the medium to tackle the issue head on. The audience is forced to confront their own mortality and it is not usually lost on them that the only one of the participants is an actor. For the rest, the experiences recounted are both factual and sadly all too real. The approach manages to present a direct message without being dictatorial. The core strength of the show comes from the fact that the PSNI are not seen to take a central role, the actual presentation is by a variety of people including other emergency services, an A&E consultant and individuals who have been personally affected by road trauma.

Assessment:

The Roadshow is a mature project of seven years. It currently takes the form of a professional stage presentation, with a complimentary educational support package, which is accredited by educational authorities. Funding is now stand-alone thanks to external sponsorship from the private sector. To date the Roadshow has reached some 48,000 of its target audience 17 –24 year olds. Ultimately the programme is about saving lives, the Roadshow challenges negative young driver behaviour in a relevant and non-confrontational way. Evidential feedback suggests that this overarching objective is being achieved. The Roadshow has been adopted by authorities in other parts of the UK and the Republic of Ireland and is now adopted as a cross border initiative funded by the European Commission.

State number of words: 400

Section C: Description of project - Describe the project in no more than 4,000 words. Please refer to the full guidance for more information on what the description should cover, in particular section 12.

Scanning:

The irresponsible and anti-social use of Northern Ireland Roads by some drivers primarily those in the 17 –24 years age group continues to cause concern amongst those associated with road safety and the community as a whole. During the last 5 years 213 young drivers have died and 11,280 were injured, some of whom were maimed for life. These statistics are evidence of the fact that Northern Ireland has the worst record of road deaths and injuries in the United Kingdom. The Police Service of Northern Ireland (PSNI) has traditionally approached the issue on three joint but distinct fronts i.e. education, enforcement and engineering. Central to this has been a firm commitment to working in partnership with statutory and voluntary agencies and the community who can bring an influence to bear on making Northern Ireland Roads safer for everyone.

The PSNI Road Education Unit (REU) receives diverse enquiries from individuals, schools, colleges and employers seeking assistance, presentations or information regarding road safety. These enquiries have on occasion been instigated by a traumatic event. For example a teacher from Lisburn Regional College, made contact with the Educational Unit following a fatal road crash, in which three student’s lost their lives. It was recognised that a focused targeted approach was needed to educate this vulnerable road user group. The Roadsafe Roadshow was developed with this in mind and in response to the increasing number of young drivers, in particular young male drivers, being involved in injury road traffic collisions. The Roadsafe Roadshow initiative utilises a multi agency approach including partners such as The Department of Environment, Schools and Colleges, representatives from the medical profession, representatives from the Ambulance and Fire & Rescue Service’s, the voluntary sector e.g. Road Trauma Support, people who have been victims.

Between 2002 and 2006 young drivers were responsible for a large percentage of the fatal and serious collisions. Drivers aged between 17-24 were responsible for 29% of fatal and serious collisions. Male drivers within this age group were responsible for 80% of all speed related death and serious injury collisions.

Figure 1: Fatal and serious injury collisions attributable to drivers of motor vehicles by driver age (2002 – 2006)

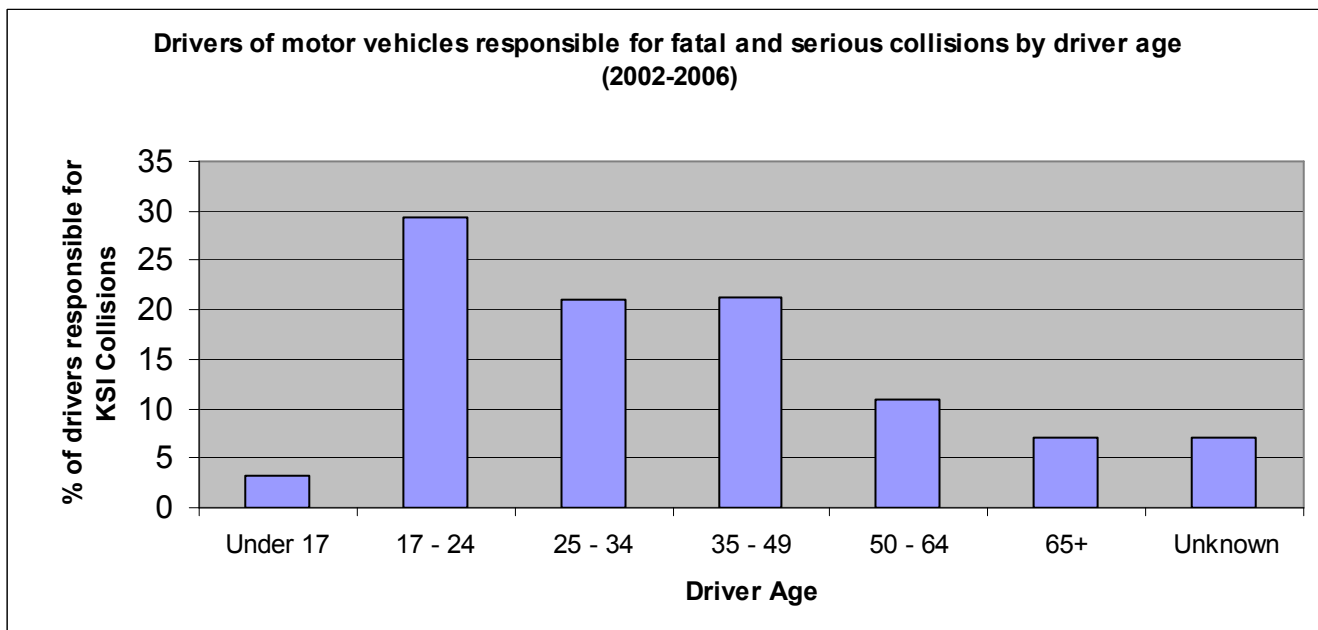
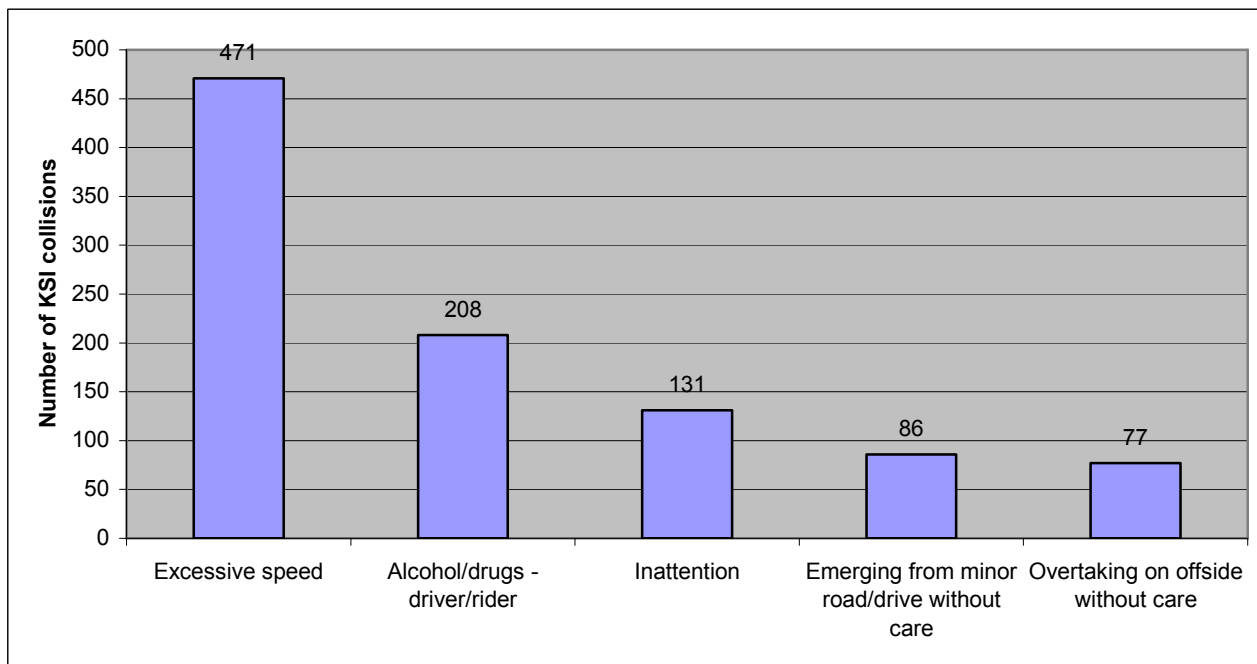


Figure 2 shows collisions caused by this male group were most likely as a result of excessive speed, having no regard to changing road and traffic conditions.

Figure 2: Top five causes of fatal and serious injury collisions attributable to young Male drivers aged 17-24 years.



Through data gathered primarily based on analysis of injury collision statistics from the PSNI and the Department of Environment it was determined that the focus of our attention should be towards young male drivers aged 17 – 24.

Analysis:

The Roadsafe Roadshow strategy was developed to reduce the number of young persons killed and seriously injured. Statistics at the time were collated and researched. These indicated that although 17 – 24 year old males represented 7% of the car driver population (Fig 3) they were responsible for 28% of fatal and serious injury crashes during the same 5 year period (Fig 4). Young male drivers in particular are therefore grossly over represented.

Figure 3: Car Driver Population By Age and Gender

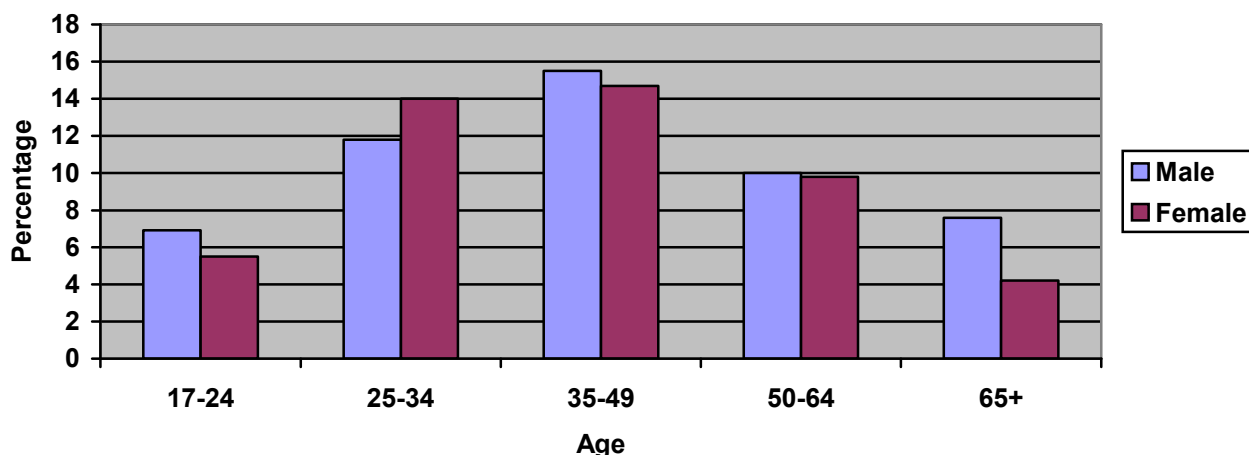
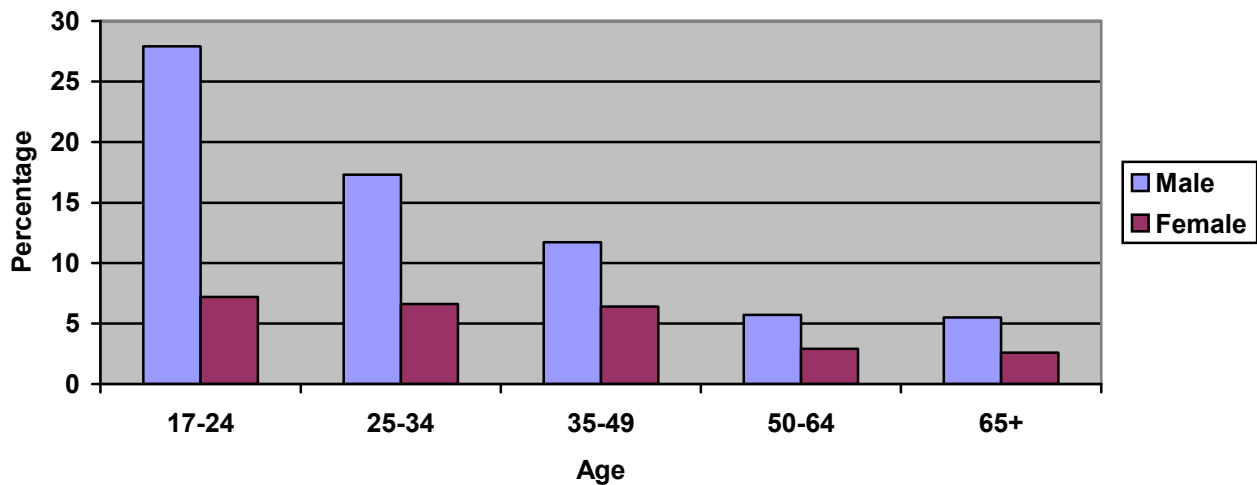


Figure 4: Car Driver's Responsible for Killed and Seriously Injured By Age and Gender



Comparative research into the causes of collisions in this age group was collated from all over the western world. New Zealand and Australia appeared to be faced with a similar trend. Professor Ray Fuller, School of Psychology, Trinity College Dublin made the following observations: -

Even though decision making ability is similar to adults: -

1. Adolescents experience greater reward for engaging in novel and exciting behaviour.
2. Sensation seeking peaks were consistent with trajectories of risky behaviour.
3. Peers amplify the effect.

Another research report published in Scotland stated that: -

“The over-involvement of young drivers, especially males, is one of the most consistently observed phenomena in traffic research throughout the world (Evans, 1991). However much of the research so far has been disappointing in that no solution has been found to reverse this continuing trend. A comparison of accident figures in the United Kingdom from Road Accidents Great Britain (1998), The Casualty Report, indicates that there has been negligible decline (1.6%) in casualties, for males only in the 17 to 21 age group, between an average taken from the 1981-1985 figures and statistics presented in 1997.”

Against this background REU officers considered alternative intervention strategies. Previous approaches to young driver KSI's had been ad hoc based mainly on school visits and road safety presentations and community initiatives normally at the invitation of youth organisations etc. There was no specific strategic targeting of resources to this peer group. In short, the policy can be described as “scattergun” and it was difficult to assess its success.

There was historically insufficient funding for REU initiatives due to monies necessarily being diverted to deal with the ongoing terrorist campaign.

Faced with a lack of resources and the limited availability of comprehensive statistics (see post), the strategic decision was taken to focus on a multi agency partnership approach to the young driver issue. This decision opened up potential funding avenues and the opportunity to embrace expertise from a variety of external sources.

The Roadshow idea itself resulted from lateral thinking and team working by REU officers, which crystallised into an action plan and the pilot show. Of the possible strategies considered, this was the one that was deemed to have the best chance of success as evidenced by a clear reduction in the number of young driver KSI's recorded since the show began.

Previous approaches were also hampered by the limited availability of statistical information; this deficiency has been addressed by the appointment of Police Analysts and the application of the National Intelligence Model (NIM). With the assistance of the analyst and using NIM principles we established that the majority of collisions were;

- ❖ Single Vehicle.
- ❖ Multiple occupancy (3 or Over).
- ❖ On 'A' & 'B' class Roads.
- ❖ Late at Night and Early Hours at Weekends.

We thus identified the particular problem of male drivers age 17-24 years, and then examined the consequences of life changing collisions for all involved as listed below.

Human Cost

- ❖ The death or life changing injury of drivers / Passengers or pedestrians.
- ❖ The Emergency Services (Occupational welfare)
- ❖ The families (Emotional / Practical)

Financial Cost

1. The National Health Service.
2. The Courts, Prison and Probation Services.
3. Insurance Companies.
4. The Emergency Services, Police Ambulance and Fire. (Providing health back up/sick time off)
5. Road Service.

Latest Department of Transport figures states that a single fatal Road Traffic Collision (RTC) costs the agencies and the economy in the region of £1.4 million.

The basic rationale for establishing the Roadsafe Roadshow was that statistical evidence indicated that young predominately male drivers have a culture of speed and recklessness, resulting in their involvement in a disproportionate number of fatal and life changing collisions.

Response:

From the outset it was apparent that only an effective partnership approach, utilising all available expertise to deliver a relevant and dynamic presentation, would encourage better young driver behaviour.

The partners were selected on the basis of the contribution that they could make, through their experience and expertise, thus serving to enhance the professionalism of the show.

Table 1: Partner Agencies and their Contributions

Police Service of Northern Ireland	Provide funding for the event / Real life experience of serving officer. Road Policing Officer to have responsibility for logistics at each event and producing / directing the show.
NI Fire Brigade	Experience in removal of casualties from crashed vehicles. Display of Fire Engine at show and provide a fire officer as a speaker at the event.
NI Ambulance Service	Dealing with seriously injured casualties at scenes of RTC and provide paramedic as a speaker during the event.
Cool Fm Radio	The DJ provides a peer link with the young audience through the use of contemporary pop music.
National Health Service	Provide Accident Emergency Consultant to provide an authoritative figure to impart the serious consequences of road trauma on drivers, passengers and family.
Road Trauma Support	To explain the impact through personal experience of road trauma on families.
Gareth Cahoon	To relate his real life experiences since being confined to wheelchair following a serious RTC.
AXA Insurance	£15,000 per season towards the running costs
District Policing Partnership's	Contribute up to 50% of the cost of the show when staged in their District.

In the evolution of the Roadshow it was noted there was an information gap in respect of data relating to the detection of young drivers. Improvements in this area allow us to ascertain more accurately the success of the initiative in respect of the target group. It was further realised that a benchmark would need to be established in measuring attitude and behavioural change in young drivers at the commencement of the show and again at the conclusion in order to allow its impact to be measured.

In a concerted effort to impact upon this target group of 17-21 years the Police Service of Northern Ireland developed the concept of the Roadsafe Roadshow. The show is a robust, effective and direct problem solving initiative, challenging the mindset of a difficult audience. The Roadshow is proven to change potentially damaging behaviour through timely intervention thereby diverting potential offenders and saving lives.

The Roadshow although coordinated by the Police Service requires a significant contribution from a variety of public; private and voluntary sector partner organisations. Assistance was obtained from a reputable advertising agency following which a meeting of all interested stakeholders was organised to secure continued participation.

Without exception all concerned parties enthusiastically agreed to participate in a pilot scheme in order to achieve what was agreed as a common goal. The Police Service agreed to provide the expenditure subject to seeking suitable partnership funding in the event of a consensus to continue and develop the project, which has now been achieved. The show is now subject to a partnership funding agreement between the Police Service who provide approximately 60% of costs and AXA Insurance along with District Policing Partnerships who jointly provide the additional 40%. District Policing Partnerships on some occasions have provided a 100% of the costs associated with the delivery of the show in their particular District.

The inaugural show was staged in Belfast on 13th March 2001 when all schools in the vicinity of the venue were provided with an opportunity to send a selected number of year 13 and 14 pupils. We faced a huge number of challenges not least that of convincing schools that the Roadshow would be beneficial, particularly as there were time constraints within an already tight curriculum timetable.

To date at least 48,000 persons have benefited from attendance at the Roadshow and the project moves from strength to strength.

250 young people attended the first show from all sections of the community in addition to public and community representatives. The format was and remains as follows:

The pupils arrive at the assembly hall of the host school whereupon they enter a nightclub type atmosphere, which is dark and smoky.

The stage show is based around Craig (the only actor) who has just passed his driving test, bought his new car and is excited about the prospect of going out onto the town and picking up a girl. He is a typical 17 year old male, a show-off, cheeky and over confident. He has no idea of the events he is about to experience. The story starts with the Cool FM DJ congratulating Craig on passing his driving test. He then appears on stage with his hands in his pockets looking laid back. We then see Craig getting ready to go into the town and he brags about his new car and going out and getting the girls. This is a typical Saturday night scenario in hundreds of teenagers' bedrooms.

Craig then leaves the stage and the audience witness video footage of him travelling along a country road. They suddenly hear the sounds of tyres screeching and a girl screaming followed by crashing sounds, moaning and the image of an overturned car at the side of the road. The scene has now been set and the reality hits the audience. The DJ now enters the stage, quoting statistics, which focuses the audience, on how vulnerable they are. She then introduces each speaker, a young police officer, a paramedic, and a fire fighter, who in turn relate the story of Craig's fatal car crash and then relay their own personal experiences of road trauma. The next speaker enters the stage dressed in a doctors white coat; he is an A&E consultant. A series of x ray images are projected up on screen for the young audience to digest, they are left in no doubt how being involved in a horrific car crash can end. A widow who lost her husband as a result of the driving behaviour of a young person is the last stage speaker to be introduced, her harrowing recollection of life after being robbed of a loved one by road death leaves a lasting impression on everyone.

Finally the DJ introduces Gareth Cahoon who is a paraplegic and who graphically describes his injuries and how he must live with them every day of his life.



Throughout the Roadshow evocative road safety television advertisements are shown at selected times along with all other relevant crash footage, which are complemented by current popular music creating a point of association with the young target audience. The atmosphere at this stage is very sobering and bleak. The audience is forced to confront new fears and emotions.

The Roadshow concludes with the voice of the DJ who sums up the event with the message **'REMEMBER Next Time IT COULD BE YOU'**.

Upon leaving the venue, students receive additional road safety material, and are further exposed to the scene of a crashed car depicting devastating carnage, which again highlights the reality of road death. Road Policing Education Officers following the show visit the schools to provide a platform for students to discuss their views and concerns. At this stage officers introduce the Teaching Resource Pack and avail of the opportunity to display additional advertising material at selected locations throughout the school / college in order to ensure the message continues to be reinforced.

The Roadshow by its nature is hard-hitting and we make no apology for this. It is intended to make young people sit up and take notice of the potential impact that a crash could have upon their lives and the lives of their loved ones. It leaves them with the realisation that they are not indestructible, not immortal, and as road users have responsibilities to themselves and others.

The Roadsafes Roadshow has proven to be a resounding success, measured by various positive responses from teachers, pupils, parents and representatives of organisations associated with road safety.

This unique multi-agency initiative pioneered by the PSNI has evolved into a dramatic stage production. PSNI Road Education Officers officers have striven to convey the stark realities of a collision in the most impactful and relevant way to the target audience.



Maeve Cassidy Student 16 years Saint Benedict's College said "I'll take this information in and make sure to always drive safe with a seatbelt fixed"

Representatives of organisations associated with the delivery of road safety and those who support victims are clearly impressed by the concept of the Roadshow and its delivery.

Campbell Dixon District Policing Partnership manager said "Through the recent Roadshow at Belfast High School what an example of successful inter-agency working, members attending were very impressed by all aspects of the presentation"

Barry Griffin Executive Officer of the Road Safety Council said "Parents have commented that the tough road safety message delivered by the show has had a very positive effect on their children"

Kieran McCullagh Marketing Support AXA Insurance said "We are proud to be associated with the Roadshow, the feedback from the show has been overwhelmingly positive – and feel it will continue to save lives"

Although the audience changes annually it is vitally important that the momentum continues, therefore the Roadshow is continually developed to reflect changing trends including the use of current popular music. There is an on going process of monitoring the media and dip sampling young people to canvass their ideas and opinions to ensure that the show remains relevant.

In order to keep up with modern technology a new highly professional company was appointed to manage lighting, sound and staging which enhances the overall professionalism of the show.

In more recent times the show has been used by the Youth Justice initiative with referrals of young offenders by the judiciary.

This innovative problem solving initiative was recognised by the award of the prestigious Prince Michael of Kent International Award.

Additionally Local Authority Councils throughout the UK and Ireland have adopted the Roadshow and recognised it as established best practice as well other agencies e.g. the Scottish Fire Service.

Assessment:

The Roadsafe Roadshow has been subject of an extensive evaluation and review process a number of which were undertaken immediately following the show and up to three months afterwards. The purpose of which is to determine whether the Roadshow is achieving its main objective, which is to communicate and promote the road safety message to young people in a non-dictatorial manner.

In general there was an increased awareness of road safety issues according to a variety of indicators following attendance at the event.

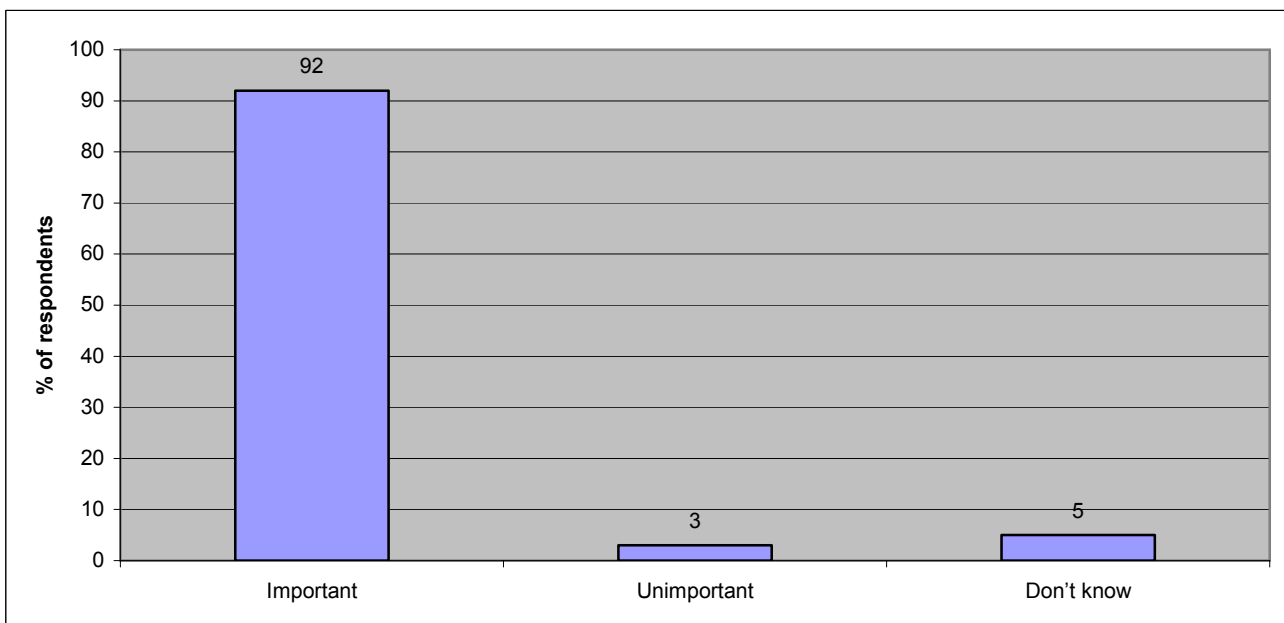
Student / attendee attitudes also shifted following attendance at the Roadshow. For example as demonstrated in Table 2 below, the proportion agreeing strongly that ‘people need to be more careful on the road’ increased from 55% of young people before the Roadshow to 73% after the Roadshow. Similarly, the proportion strongly agreeing that ‘I need to be more careful on the roads’ increased from 11% to 24%. This change in perception has translated into better young driver behaviour.

Table 2: Comparison of attitudes to road user behaviour pre- and post- Roadshow

Statement/question	Pre-Roadshow		Post-Roadshow	
	Agree strongly	Agree	Agree strongly	Agree
People need to be more careful on the road	55%	41%	73%	25%
I need to be more careful on the roads	11%	41%	24%	39%
Young male drivers should slow down	40%	39%	55%	36%
Young female drivers should slow down	25%	47%	37%	52%

Ninety two percent of respondents said that the Roadsafe Roadshow had been important in creating an awareness of road safety issues. A recent independent survey conducted by Millward Brown indicated that over three quarters of the population agreed that education in schools is influential in changing attitudes, which is of course the objective of the Roadsafe Roadshow.

Figure 3: Importance of the Roadshow in creating an awareness of road safety issues



Eighty seven percent indicated that the Roadshow had been important in changing their behaviour as a road user. Several young people who participated in the discussion group said that they would slow down on the roads and were now more aware of the potential dangers. Others reported that they would be more careful as passengers and be wary from whom they accepted lifts.

Feedback from the focus groups, which consisted of young people who had attended the Roadshow, has been highly favourable, with several describing it as 'brilliant'. Others commented that it was informative and realistic and really made them think about the fact that they too could easily become a victim of a collision. Many of the participants said that they would recommend that all young people should see the Roadshow.

Focus groups were asked if there were any ways in which the Roadshow could be improved. Given the overall feeling that the Roadshow makes a tangible contribution only a small number of suggestions for minor changes were made as outlined below: -

- ❖ Broaden the content of the show to include other aspects of road safety such as seatbelt wearing and drink driving
- ❖ Include more accounts from victims of injury collisions and the consequences that result
- ❖ Include clips relating to actual collisions to emphasise how much damage is caused by a collision

The Roadshow initiative is designed and delivered to an extremely professional standard. It represents value for money at a cost of approximately £5 per student. Importantly it has demonstrated a significant impact on driver attitudes and behaviour. The show communicates a difficult message to a potentially resistant audience in a non-patronising manner, without compromising on the core message. The main consequence of the drama is to make young people stop and think. It personalises the experience an injury collision and removes the idea that they are immune from death or serious injury as the result of a collision.

Importantly, the show holds the audiences attention. The shocking effects are tempered by the humanity of the participants including medical staff, the collision victim and the family of a deceased casualty of an RTC. For the participants it is real life experiences and therein lies the reason for its success. For the PSNI it is important that the thrust of the message is not enforcement, but rather from the basic fact that any one of the young people in the audience could themselves fall victim to an RTC.

The Roadshow is a continuous programme, which each year reaches a new intake of young people and targets geographical areas where collisions involving young drivers are identified as a particular problem.

The long-term impact of the Roadshow must also be considered. Certainly its initial affect is beyond dispute, however research indicates that the message must be continually reinforced. The PSNI are therefore engaged in a variety of other initiatives including 'Roadwise' 'Car Cruisers', presentations to young adult groups and attendance at various shows and demonstrations. Police also make a significant contribution towards Television and Radio advertising aimed at the target group.

The Roadshow is an integral part of the overarching Service strategy for the delivery of road safety in Northern Ireland. The show has led to the development of the teaching resource pack 'Right to Drive Right to Life programme'. This resource reflects current teaching practices and has received accreditation from the Open College Network. It targets students engaged in secondary and tertiary education from 17 – 24 years old, thereby increasing the number of opportunities for young people to be exposed to this all-important initiative. The pack contains resources that explore a young persons experience of learning to drive, the responsibilities they should adopt and issues they must embrace as they take to road as a young driver.

Over the past five years there has been a notable reduction in 17-24 year old driver deaths reducing from 29 in 2002 to 16 in 2006 (Source Central Statistics Unit PSNI)

In addition to contributing towards the reduction of road deaths and injuries the Roadshow brings together young people from a variety of religious and cultural backgrounds in order to share in a common experience. This serves towards building cross community relationships. The show has also provided an opportunity for police officers to visit schools and colleges that were previously unreceptive.

Every Roadshow benefits from the support of PSNI Media and Public Relations Department, which generates significant and positive media coverage. In advance of each show, local print, broadcast and online media are invited to attend. A news release quoting local police, AXA Insurance and DPP members is drafted and issued providing the media photo and interview opportunities with show participants.

Norah Ferguson Chairperson Road Trauma Support said “ It is the privilege of Road Trauma Support to have a role to play in this powerful and impactful show. I rarely attend a Roadshow without being approached by pupils and teachers who remark on the impact the show has had on them”

Stanley Duncan Head of Road Safety, Department of Environment said, “The ‘Roadsafe Roadshow’ is a crucial element of the strategic approach to Road Safety in Northern Ireland... The DOE is keen to support any initiative that might have a positive impact on the attitudes and behaviour of young road users”

Total number of words used: 4000.

Section D: Endorsement by Senior Representative - Please insert letter from endorsing representative, this will not count towards your word or 1MB size limit restrictions.

ASSISTANT CHIEF CONSTABLE, CRIMINAL JUSTICE

Tilley Awards
PPSU
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18 April 2008

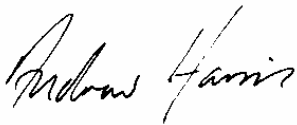
Dear Madam,

RE: ENTRY FOR TILLEY AWARDS 2008

The Roadsafe Roadshow

As nominated Senior Representative for the Police Service of Northern Ireland, I confirm this nomination is factually correct and endorse this entry for the Tilley Award 2008.

Yours faithfully



J A HARRIS
Assistant Chief Constable
Criminal Justice Department

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