

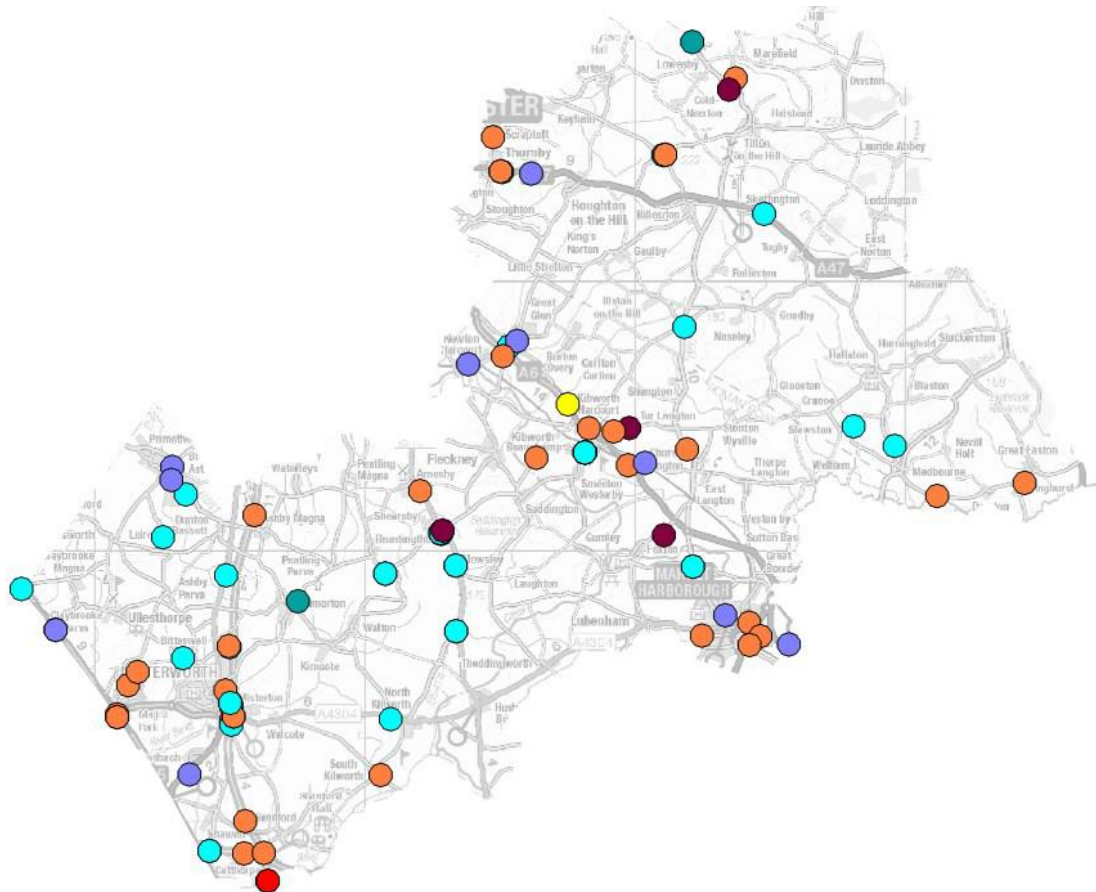
Brief Description of Priority

- To Improve road safety
- Reduce road traffic collisions

Period Covered From/To: 1 April 2014 – 31 March 2015

Current Status: Red Amber Green

Current trend data:



- Advice only
- Extrication of person/s
- Make safe
- Make vehicle safe
- Release of person/s
- Stand by

Incident Type	Incidents Attended	Year To Date Change from Previous Year
Road Traffic Collision Total	77	↓12
Extrications/ Release of persons	23	0
Make Safe/Advice/Medical Assistance	51	↓11

Position statement

Leicestershire Fire and Rescue Service have been actively working alongside Leicestershire Police to warn, inform and reduce the amount of road traffic collisions within the Harborough District.

The number of Road Traffic Collisions (RTCs) **77** has been the lowest for the last 3 years. For comparison there were **89** in 2013 /2014. There has also been a reduction in the number of extrications which is also very positive.

With the intervention work carried out already and on-going campaigns including Fatal 4 Show & Tell (with police support), Schools education programmes and Fire station open day's etc, it is hoped that there will be a further decrease in the number of RTCs within the Harborough District.

It must be recognised that the majority of the RTCs within the district are on the motorways and other major arterial routes, Junc 20-21 M1, M6. A14 Cathorpe, A47, A426, A5199, A5 etc which may well be members of the public driving through Leicestershire.

Both the Fire and Rescue and Police services are working collaboratively together to reduce the numbers of RTCs within the district and we are hopeful that with the interventions in place and on going promotional work in this area there will be an overall reduction.

Some of the practices implemented throughout the year include :

- Bi Monthly Fatal 4 Show and Tell Campaigns
- Fatal 4 - Rock on the Rec
- Fatal 4 - School Events
- Fatal 4 - Company Events
- Fatal 4 - 2 x Station Open Days
- Fatal 4 - Drink Drive Campaign in the build up to Christmas.
- Fatal 4 - Lutterworth Carnival

Summary of activity

A number of Fatal Four campaigns have been conducted over the period. These campaigns have taken place in locations hi-lighted as hotspot locations through analysis from the Fire Service and also engagement with local communities.

The results have been positive and the reality has proven to be different from the perceived issues. Engagement revealed that the communities felt that speeding and mobile phone use represented the biggest danger on the roads. Having reviewed the results of the campaigns it has been seen that in fact the majority of motorists were dealt with for failing to wear a seatbelt. The remaining motorists being dealt with for speeding and for using a mobile phone while driving.

Key Activities

- RTC Campaigns within schools for 11 and 16 year olds in the Harborough District including Lutterworth College, Robert Smyth School
- RTC Campaigns at local businesses within HDC.
- Fatal 4 Show & Tell Campaigns within the Harborough District area, this has been agreed by the police to be conducted on a bi monthly basis.
- Fatal 4 Banners brought for Fire Stations within the Harborough District for members of the public to read whilst walking by.
- Safety signage on Motorway Matrices so drivers are aware ie seat belts, drink driving, speeding etc
- Posters within the schools ref Fatal 4 – so the pupils can read the message and can be passed on to friends, family and relations.
- Continued work with H FM and H Mail to promote activities ref RTCs
- Promoted Tyre Safe who provide FREE information and advise on tyre conditions and FREE tyre safety checks
- Stall on Mkt Harborough indoor market promoting Fatal 4.