

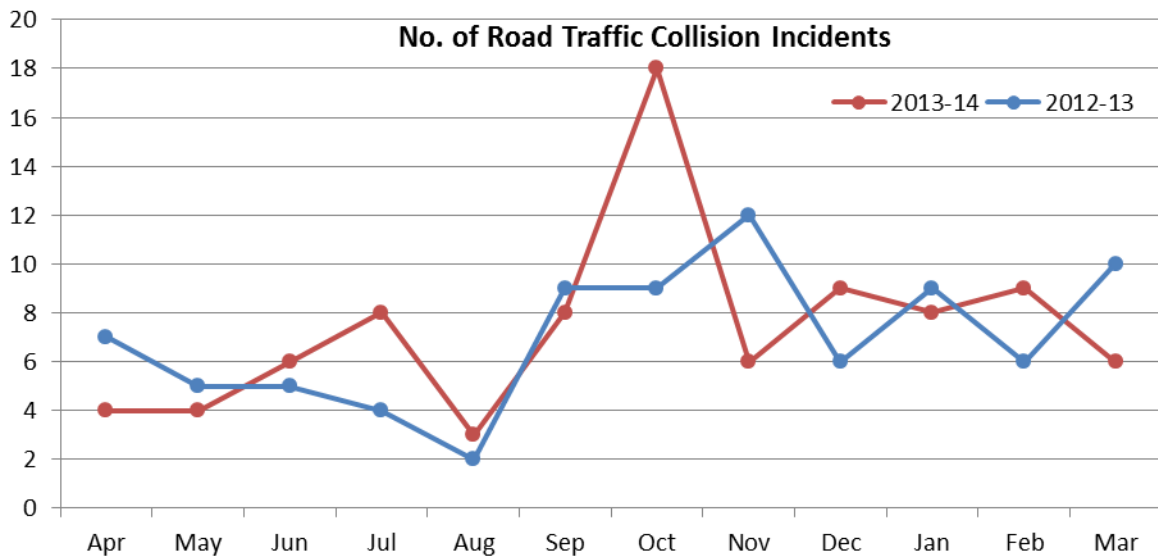
**Brief Description of Priority**

- Improve road safety
- Reduce road traffic collisions

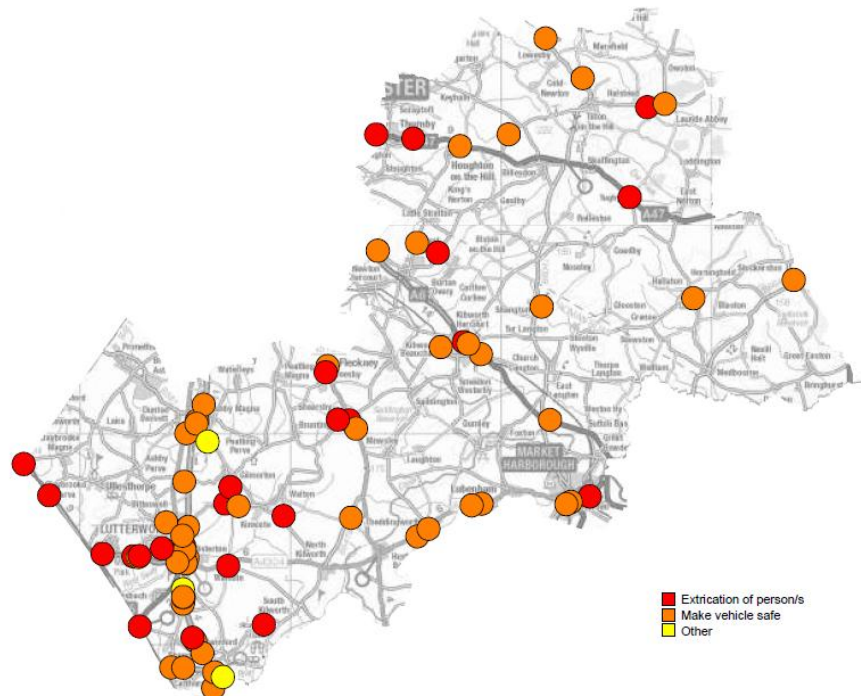
Period Covered From/To: April 1<sup>st</sup> 2013 – March 31<sup>st</sup> 2014

Current Status: **Red**  **Amber**  **Green**

**Current trend data**



**Road Traffic Collision Locations**



### 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) compared to previous years has increased from **84** in 2012 / 2013 to **89** in 2013 /2014. An increase of **5**.

With the intervention work carried out already and on-going (Fatal 4 Show & Tell Campaigns) and pre planning already in place (Schools education programme) it is envisaged that there will be a decrease in the number of RTCs within the Harborough District.

It must be recognised that majority of the RTCs within the district are on the motorways and other major arterial routes Junc 20-21, M6. A14 Cathorpe, A47, A426, A5 etc which may well be members of the public driving to work or 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 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 - 2 x School Events
- Fatal 4 - Company Events
- Fatal 4 - 2 x Station Open Days
- Fatal 4 - Drink Drive Campaign in the build up to Christmas.

### Summary of activity

A number of Fatal Four campaigns have been conducted over the period, at times with the Vehicle and Operator Services Agency (VOSA). 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 83% of motorists were dealt with for failing to wear a seatbelt. The remaining 17% broke down into 9% of motorists being dealt with for speeding and 8% of motorists being dealt with for using a mobile phone while driving. Key activities include.

- RTC Campaigns within schools for yr 11s in the Harborough District area. Lutterworth Grammar, Robert Smyth School
- RTC Campaigns at local businesses within HDC (Magna Park)
- 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 walking by may read.
- 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