Community Toolkit

Introduction

When it comes to the roads where you live, do you worry for your safety, your children's safety and that of your neighbours? Do you think it is high time something is done but are unsure how to get started?

If your answer is 'yes', then this guide can help you with practical ideas for reducing traffic speed in Lancashire's communities.

The aim of this document is for Communities to take the lead in managing what they do to engage with drivers/residents to reduce speed.

Getting Started

Community approaches to reducing traffic speed

Traffic speed is still one of the most important topics for communities across Lancashire, featuring as an issue in the majority of community led plans in the county. In view of government cutbacks, Lancashire County Council cannot fund non-priority schemes and police enforcement resources are limited and so communities are therefore looking at what they can do to put in place traffic calming and speed reduction measures of their own.

Fact finding – road casualty data for your area

It can help to start by finding out about the numbers and types of road casualties in your area before you decide what would be the most effective action to take.

The following are useful links:

Lancashire County Council Insight Statistics and intelligence about Lancashire including road casualties and the Lancashire Joint Strategic Needs Assessment.

Making the Link
Road safety charity focussing on protection of children. This website contains links to general casualty data.

Department for Transport
Statistics on road casualties & safety.

ROSPA
Links to data on road casualties.

Crashmap
Allows users to search and download reports about specific road collisions.

Set up an action group to raise awareness of road safety & traffic speed in your community

How:

An action group can be set up independently or as a parish/town council working party, but if independent, it is best to keep strong links with the parish/town council as this shows 'buy-in' from the whole community. Volunteers can be recruited via the community newsletter, on-line community websites, Facebook groups, posters and word of mouth and the group can be given a name to provide identity.

PROS	CONS
An emotive name can attract attention	Volunteer time
Provides a unified voice – stronger than lots of single voices	Objectives may be unrealistic
Provides a distinct contact point for communication with the community, media and statutory authorities	There may not be consensus on the way forward
Provides a focus for residents' concerns	

Cost to the community:

- Publicity/leaflets
- Venue hire for meetings

Advice on how to set up an action group can be found on Brake UK's website by following the link
http://www.brake.org.uk/facts-resources/21-resources/293-setup

Community Campaigns

How:

Publish statistics in parish newsletters/magazines as well as messages and stories about speeding (e.g. from young or older people). Display maps of the area at community events asking people to show on a map where local 'hot spots' are and where measures are working.

PROS	CONS
Creates awareness of the issues – community can be made aware of the speeding problem	Volunteers effort to organise and run stalls at events or to publicise data
Real life local stories are relevant to readers	
Identifies hot spots so that efforts can be concentrated on these areas	
Can be used to publicise a speed watch campaign if used	

Cost To Community:

- Maps
- Display boards

School Campaign

How:

Schools are a great resource for cascading information through the generations and are at the centre of most communities. They all have access to a Schools Toolkit through our Safer Schools Moodle which gives them information and advice on how to engage pupils and their community to encourage parking away from school, how to set up a walking bus, and the reduction of speeding, etc. If you have links with a local school, speak to them and encourage them to begin a campaign using the information we can provide to them.

PROS	CONS
Pester power from children reminding parents and staff to drive within the speed limit	Needs co-operation and commitment from school to set up and run a campaign
Can promote reducing car usage generally	Safety of those walking or cycling
Could show that routes would be walked if speed allowed	Teacher/volunteer time required

Cost to the community:

- Educational resources are provided free of charge to schools

Resources:

Lancashire County Council's Safer Schools Moodle www.saferschools.lancsngfl.ac.uk has detailed information on programmes offered to educational establishments from early years to colleges

Working with Local Businesses

How:

If commercial vehicles are an issue, you could use contacts to start positive dialogue with local businesses whose vehicles travel within the area. Make a note of companies whose vehicles are using roads as 'rat runs' or speeding. The parish or town/council action group could then send a formal letter to the business or visit them.

When you discuss the issues, the company could pledge to obey the speed limits/drive courteously in your community or find a more appropriate main road route.

PROS	CONS
Appeals to larger businesses' corporate social responsibility (CSI)	Not police enforced, therefore businesses may not take any notice
The campaign may attract press interest	Volunteer time to coordinate and monitor
Employees may respond to an approach from 'the boss'	Requires commitment from businesses to follow up community concerns

Cost to the Community:

- Travel to visit the businesses

www.orsa.org.uk Occupational Road Safety Alliance – aims to raise awareness and encourage good management of work related road safety. Companies have a duty of care for their drivers.

Scarecrows and Models

How:

Animating public spaces can sometimes be enough to reduce speeds and change driver behaviour. Wit and ingenuity can sometimes be effective as speed bumps to intrigue and amuse, and to introduce a "human presence".

Consider running a community scarecrow competition with a road safety theme. The entries can be on display in and around the community. Scarecrows and models must positioned securely on private property and not on or overhanging the public highway or footpaths.

PROS	CONS
Community involvement	Short term impact
Eye catching – fun but reinforcing the message from the community to slow down	Visual impact could be a distraction (check with Highways)
Could be a mobile display	

Cost to the community:

- Materials for participants

Media Coverage

Getting media cover may feel daunting but you don't have to be a communications specialist to achieve it. You just need a great story, a few tips, and a lot of passion.

Coverage of road safety and sustainable transport in the media is vital for raising awareness among everyone and supporting any government efforts to effect change through positive policies and regulations. Communities across the globe are getting road safety and sustainable transport on the media agenda and there are lots of ways you can too.

Whatever events you are planning, promote your road safety initiatives in your local media by telling journalists from your local paper, radio and television stations all about it. See the following link for tips and advice on how to do this:
www.brake.org.uk/facts-resources/21-resources/296-media

Online Campaigning

The internet offers incredible potential for spreading awareness about and gaining support for your campaign:

Social Media

Social Media is the fastest way to directly reach a large audience. It is a great platform to build an online community and reach out to people who are concerned and to send informative messages to the possible perpetrators. Unless you are already a social networking guru, it is best to concentrate your time and efforts on Facebook, which is by far the biggest platform and most widely used by all ages. Twitter is also a powerful tool. Using the two in conjunction can give your message even further reach.

Facebook

Post road safety messages on existing community Facebook sites which may already have thousands of followers.

If setting up a Facebook group for your campaign, you should include a brief description of what the group is about. It is important to choose the correct title for your group, as this is how people will search for you and how Facebook will link your group to other groups that it thinks are relevant.

Tip: Try to make your group title self-explanatory without being overly long.
Tip: It is important to create a public group rather than private so that anyone can view and join.

From here you can create posts and upload images. Your page can act as an online community along with sending out messages to a wider audience.

To get the Facebook group up and running, post on other Facebook groups that are local to your area or are on a complimentary topic, inviting people to join. Using the search bar at the top of the page you can search for groups that are relevant. Also you can share the groups' posts on your own personal Facebook page to further the outreach and invite your personal Facebook friends or individuals you think will be interested, they can then share with their friends and so on. Once you get a few people joining, word will spread and it will become easier to gather more supporters

Once up and running it is important to post regularly with news and requests for action; if your followers receive regular messages and notifications, they are more likely to engage with your campaign.

Twitter

Twitter is a powerful social messaging tool that you can use to complement your online campaign. It can be a very effective way to communicate important campaign messages to a lot of people. It's very easy to set up and use a Twitter account (support.twitter.com/articles/215585). Once you've set up your account, you will quickly be able to build a group of interested followers and 'tweet' about your activity to them.

The pages which you follow can provide you with the opportunity to "share" their content to further back up your own original posts. The Lancashire Road Safety Partnership is an active account that regularly shares information for issues in Lancashire.

Blog

If you'd like to take the campaign a step further it is easy and free to create a professional looking webpage that acts as an information hub for your campaign or forum for your own online blog. Just search on the internet using a phrase such as 'set up a blog' and then choose the one you fancy. You don't need to be an expert to set up a powerful campaign webpage; all you need to do is pick a colour scheme and provide the content.

The content is the important thing. Simplicity is the key.

Set up a simple homepage that includes all the basics – such as your campaign name, logo and contact details and information about why the campaign is needed and what the campaign goals are. Use your webpage to share campaign news, promote petitions and/or events that your group is organising and give updates on how your campaign is progressing and any mentions in the media. Allow people to subscribe to your emails, which can also be organised through your website. Once you have social network groups (see above), you should also link these through your website.

Further Resources

http://www.lancsroadsafety.co.uk/ Lancashire Road Safety Partnership.

http://dft.gov.ukThe Department for Transport's website covers many modes of transport with access to research information and advice.

http://www.dft.gov.uk/thinkRoad safety advice from the Department for Transport's THINK! Road safety campaign. Includes easy to view facts and figures on all of the DfT road safety campaigns. Support literature, including leaflets and posters available.

www.mario.lancashire.gov.uk Maps and related information online, including local statistics and geographical information.

www.rospa.co.ukThe Royal Society for the Prevention of Accidents' website has a good road safety section including advice for parents and teachers.

www.sustrans.org.uk Sustrans, the sustainable transport charity, promotes reductions in motor traffic levels. The site includes a 'safer routes to school' section and an extensive cyclists' section.

www.roadsafetygb.org.uk aims to reduce the number and severity of road collisions by raising awareness of road safety and safer road user behaviour with the road-using public, through the provision of training, advice, information, leadership, research, publicity, informed comment and other services to relevant bodies (national and local) and to its members.

www.brake.org.uk Brake is a road safety charity working with communities and organisations across the UK to make the streets and communities safer from everyone.

https://roadsafety.scot/ Scottish Road Safety Campaign's comprehensive site includes fun and informative advice.

www.capt.org.ukThe Child Accident Prevention Trust's website features important campaign information on this national charity.

http://www.saferschools.lancsngfl.ac.uk/ Lancashire County Council's Schools Moodle. Information on programmes/resources offered to education establishments.

www.pacts.org.uk Parliamentary Advisory Council for Transport Safety's website covers in depth research information and papers.

www.seatbelts.com Seat belt facts and laws from Department for Transport from the Department for Transport.

www.orsa.org.uk Occupational Road Safety Alliance – aims to raise awareness and encourage good management of work related road safety.   Companies have a duty of care for their drivers.

https://www.police.uk/ Local policing team postcode search.

http://hamilton-baillie.co.uk/ reducing the impact of traffic in towns and villages – Lead designers for Preston's shared space scheme.