

ORIGINATOR: LIZ HOLLINGWORTH

DECISION NUMBER: 1 - 2015

REASON FOR SUBMISSION: FOR DECISION

SUBMITTED TO: POLICE AND CRIME COMMISSIONER

**SUBJECT: AWARD OF CRIME AND DISORDER REDUCTION GRANT:
SUFFOLK ROSPA ADVANCED MOTORCYCLISTS (SRAM)**

SUMMARY:

1. Police and Crime Commissioners are able to utilise their resources to commission services from anyone who can provide the community safety related services that they believe will contribute to their police and crime objectives. These objectives are set out in the PCC's Police and Crime Plan 2013-2017 and include various themes including support to create a safer environment for road users.
2. Following discussions between the OPCC and Suffolk RoSPA Advanced Motorcyclists (SRAM) this report seeks approval to award a Crime and Disorder Reduction Grant to SRAM for £1,325.
3. The funding will enable crime and disorder reduction activity focussing on creating a safer environment for road users, in particular to reduce road casualties through raising awareness of safe motorcycling, promoting advanced training and helping to change riding behaviour.

RECOMMENDATION:

That the PCC approves a grant of £1,325 from the PCC's Police and Crime Plan Fund.

APPROVAL BY: PCC

The recommendation set out is agreed.

Signature



Date 5/01/2015

DETAIL OF THE SUBMISSION

1. INTRODUCTION

- 1.1 The Police and Crime Commissioner (PCC) is able to utilise his resources to commission services from anyone who can provide the community safety related services that they believe will contribute to their police and crime objectives including secure, or contribute to securing crime and disorder reduction.
- 1.2 The Police and Crime Plan for Suffolk 2013-2017 sets out the PCC's objective to work with partners to deliver preventative activity to improve the safety of road for all users.
- 1.3 The PCC has recently supported campaigns for safe motorcycling as the statistics show a high percentage of those killed on the roads in Suffolk are motorcyclists. Latest data indicates that of 29 fatal collisions in Suffolk between January and November 2014, over a fifth (six in number) were motorcyclists.
- 1.4 The Suffolk Roadsafe Collisions report for 2013¹ sets out the extent of the problem saying:

"Suffolk residents are involved in collisions as motorcyclists 10% more often than the national norm. Although overall resident motorcyclist involvement has reduced by 13% in the last five years, this decrease is smaller than reductions achieved among other road user groups; motorcyclists are also more likely than others to be killed or seriously injured."

"In 2013 there were 215 motorcycle riders from Suffolk involved in injury collisions. This represents the lowest number of serious and slight casualties in the ten period. Sadly, there were 10 Suffolk motorcyclists killed in 2013, which was the second highest number in the decade. Over the most recent five year period (2009-2013) 32% of Suffolk's resident motorcycle riders were involved in injury collisions where one or more of the casualties was killed or seriously injured. This represents a high KSI ratio compared to other road user groups."

- 1.5 This report seeks approval to award a Crime and Reduction Disorder Grant of £1,325 to Suffolk RoSPA Advanced Motorcyclists to fund a casualty reduction initiative with motorcyclists through use of CRASH cards.

2. SUFFOLK RoSPA ADVANCED MOTORCYCLISTS

- 2.1 The Suffolk RoSPA Advanced Motorcyclists (SRAM) is a club affiliated to the national organisation RoSPA Advanced Drivers and Riders which in turn is part of the Royal Society for the Prevention of Accidents, a charity dedicated to reducing accidents in the home, on the road, at work and in public (RoSPA). SRAM provides training to motorcyclists to develop their riding skills and reduce the risk of being involved in a road accident.
- 2.2 SRAM is proposing to use a 'CRASH card' to engage with the wider motorcycling community in Suffolk and use it to break down barriers when talking to riders about appropriate clothing, considering advanced riding or further training and tips to prevent road traffic collisions.

¹ <http://www.suffolkroadsafe.net/assets/Road-Safety-in-Suffolk/Collisions/Collision-Reports/Suffolk-AP-2014-v1.2.pdf>

- 2.3 The CRASH card scheme² was created by the Ambulance Motorcycle Club in 2009 and has received many awards including the Prince Michael International Road Safety Award in 2011 for the contribution to road safety it has made. The motorcyclist places a sticker on the helmet as a medic alert to a card inside their crash helmet which has next of kin details, providing vital information for ambulance crews. The card also gives safe riding tips which help raise awareness and help with casualty reduction. A sample CRASH card is attached at Appendix A.
- 2.4 Distribution and engagement with the motorcycling community will be undertaken by SRAM members throughout the year to achieve the objectives outlined in 2.7 below. The cards will be distributed by SRAM through motorcycle related retail outlets across the county, training schools (including the Suffolk Constabulary Safer Rider workshops), motorcycle groups and at motorcycle events. SRAM will also promote and raise awareness of the scheme with the Ambulance, Police and Fire services in Suffolk.
- 2.5 A communication plan has been produced by SRAM to help promote the scheme through a launch the start of the motorcycling season in April 2015, media coverage and through work with partners including Suffolk Roadsafte. The plan aims to maintain the scheme and communicate success, for example through case studies.
- 2.6 This activity will support the objectives of the Police and Crime Plan through a focus on safety and awareness raising and encouraging riders to consider advanced riding courses which will help create a safer environment for road users.
- 2.7 Feedback received from motorcyclists on whether the interaction with SRAM and / or the CRASH card itself has changed their riding behaviour or encouraged them to consider advanced training would be useful to the PCC in further understanding the issues surrounding motorcycle collisions and what constitutes successful prevention activities.
- 2.8 SRAM will report to the PCC after 12 months and will include information on the success of the project in raising awareness :
- the number of cards distributed and where they have been distributed;
 - the number of events visited;
 - numbers attending training as a result of interaction with SRAM / the CRASH card.;
 - a summary of communications that have helped raise awareness of the scheme;
 - an assessment of the effectiveness of cards in encouraging safe riding and advanced/further training;
- 3. FINANCIAL IMPLICATIONS:**
- 3.1 Funding of £1,325 is being applied for to cover the cost producing of 10,000 Crash card 'wallets' (each wallet includes 2 cards and helmet stickers) by an authorised printer and will include the PCC and SRAM logos.
- 3.2 £500 has been donated to SRAM from Copdock Classic Motorcycle Committee to help promote the cards and raise road safety awareness.
- 3.3 Evidence of spend will be made available together with outcomes as part of the monitoring process.

² <http://www.crashcard.co.uk/index.htm>

4. MISCELLANEOUS CONDITIONS OF AWARD

4.1 The following conditions will apply should a grant be awarded.

- (i) The fund will be allocated to projects, initiatives or events in Suffolk which support the objectives set out in the [Police & Crime Plan](#);
- (ii) All grants are one-off payments that can be used to pump-prime a project or pay for a one-off event;
- (iii) The PCC is not be responsible for any on-going costs associated the project/initiative;
- (iv) In normal circumstances the funding will not be made available to support staff salaries, core business activities, overheads/costs associated with business administration or capital projects of the recipient;
- (v) Projects approved under this process should be completed in the financial year 2014/15 and only in exceptional circumstances will a carry-forward be agreed;
- (vi) The award must only be used for the purpose set out in the application or as approved in writing by the PCC. The PCC must be notified as soon as reasonably practicable if the organisation ceases operation, the project does not go ahead, or if an underspend is forecast. All underspends must be returned to the PCC;
- (vii) By accepting the award the recipient makes a commitment to acknowledge the PCC's support publically and must acknowledge the PCC in all promotional work, as well as display the PCC's logo in all publicity associated with the initiative;
- (viii) All recipients of funding will be expected to provide information on outcomes, including a written summary on how the project supported objectives in the Police & Crime Plan (a monitoring form will be made available to help with this process). The PCC also reserves the right to hold the recipient to account at the Accountability & Performance Panel;
- (ix) The award may not be used to support or promote political or religious activity.

5. OTHER IMPLICATIONS AND RISKS:

5.1 There are no major implications or risks associated with this decision paper.

ORIGINATOR CHECKLIST (MUST BE COMPLETED)	PLEASE STATE 'YES' OR 'NO'
Has legal advice been sought on this submission?	Yes
Has the PCC's Chief Finance Officer been consulted?	Yes
Have equality, diversity and human rights implications been considered including equality analysis, as appropriate?	Yes
Have human resource implications been considered?	N/A
Is the recommendation consistent with the objectives in the Police and Crime Plan?	Yes
Has consultation been undertaken with people or agencies likely to be affected by the recommendation?	Yes
Has communications advice been sought on areas of likely media interest and how they might be managed?	Yes
Have all relevant ethical factors been taken into consideration in developing this submission?	Yes

In relation to the above, please ensure that all relevant issues have been highlighted in the 'other implications and risks' section of the submission.

APPROVAL TO SUBMIT TO THE DECISION-MAKER (this approval is required only for submissions to the PCC).

Deputy Chief Executive

I am satisfied that relevant advice has been taken into account in the preparation of the report and that this is an appropriate request to be submitted to the (add decision-maker's title e.g. the PCC).

Signature:



Date 22 /12 /2014

Example Crash Card (A5 double sided with card perforations and stickers)

CRASH CARD




Write




Country: _____ Date of birth: _____

Education: _____

Medical history: _____

Age of rider: _____ Tel: _____

 **Contact Mike Wilson on 0116 3057336**  [L1RoadSafety](#)
 [@RoadSafeLeics](#)

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CONTACT MIKE WILSON ON 0116 3057336
for subsidised bike training opportunities
in Leicestershire and Rutland

CRASH CARD




Write

Country: _____ Date of birth: _____


Education: _____

Medical history: _____

Age of rider: _____ Tel: _____


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CRASH CARD


 Thank you for requesting your crash card they have been designed by paramedics who are passionate about bikes.

At some point in your riding life you will have an "unscheduled dismount" or be with a rider that does **CRASH** is intended to be a set of easy to remember steps to keep you safe or the rider involved in the event of an accident.

C AUTION - don't put yourself in danger
R oad - what is your exact location?
A ccident - involving how many vehicles?
S erious - Is anyone unresponsive?
H elp - don't move the casualty, call 999

 This is the mnemonic CRASH - take time to read it. The person making the 999 call is the most important at the scene because the information they give determines the response of the emergency services.



The card follows a similar set of questions universally used by ambulance service control centres and focuses on safety, the location of the accident, and how serious it is.

 The back of the card has more information that can be used by the ambulance service if hospital information such as:
Name: _____
DOB: _____
Post Code: _____
Head of bike: _____
Miles at 100 mph: _____

HOW TO USE CRASH CARD:

Remove the crash card from this leaflet and fill out your details using a ball point pen. Write clearly so that if the card is ever needed it is legible for the emergency services at the scene.

THIS INFORMATION WILL SAVE YOUR LIFE!

  Remove and affix dot to right hand side of helmet or visor




The emergency service at the scene will look for a green dot on the right side of your helmet. So please remove it from this leaflet and attach it to the right hand side of your helmet or visor, making sure that it does not affect your visibility.

SAFE RIDING TIPS

Here are a few tips worth remembering:

- Be careful on bends and don't overtake if you can't see the road ahead.
- Learn how to handle the power of the motor bike.
- Learn to brake properly without going over the handlebars, as a motorbike's stopping power is nearly all in the front wheel.
- Equally don't use the back brakes alone as this can cause the bike to slide.
- Wear protective clothing.
- Ensure the bike is safe to ride.
- Don't do anything outside your own capabilities or take unnecessary risks.
- Don't succumb to peer pressure when riding in groups.
- Don't ride if you feel tired or unwell.


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in Leicestershire and Rutland


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 [@RoadSafeLeics](#)




IMPORTANT

PLACE YOUR CRASH CARD ON THE INSIDE OF YOUR HELMET
REMOVE AND AFFIX THE GREEN DOT TO THE RIGHT HAND SIDE OF YOUR HELMET

Pass this spare card to a friend or pillion

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