

PRACTICAL CHILD SEATS SCHEMES

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Neighbourhood Road Safety Initiative Car Seat Loan

by

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Part One

What is the NRSI?



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NRSI in Sandwell

Introduction

- Originally called "Dealing with Disadvantage"
- Part of Neighbourhood Renewal Programme
- Launched by DfT in 2002 in Manchester
- Aim:
"To reduce casualties in disadvantaged communities at a greater rate than across the country as a whole"



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Background

- 1995 TRL "The High Risk Child Pedestrian: Socio – Economic & Environmental Factors in their Accidents"
- 2000 Napier University, Scotland "Road Accidents and Children Living in Disadvantaged Areas: A Literature Review"
- 2002 Institute for Public Policy Research (IPPR) "Streets Ahead: Safe and Liveable Streets for Children" Based on STATS 19s for 1999 – 2000
- Dealing with Disadvantage launched in 2002



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Choice of Authorities for Initiative


- Authorities were invited to bid for funding
- The initial group included: Blackburn with Darwen, Blackpool, Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Wigan
- The second group of Authorities included: Bradford, Liverpool, Nottingham, Stoke on Trent, Sandwell
- Sandwell received £1.28m




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NRSI in Sandwell

Sandwell, West Midlands



Ward	Rank
Soho and Victoria	92
St Pauls	282
Greets Green and Lyng	351
Friar Park	353
Smethwick	398
West Bromwich Central	407
Hateley Heath	566
Princes End	579
Great Bridge	641
Oldbury	694
Tipton Green	799




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Quantifying the Problem

Key items:

- ✚ Full and accurate accident data (3 or 5 years, STATS 19)
- ✚ Socio-economic data (2001 census)
- ✚ Deprivation data (Multiple Index of Deprivation)
- ✚ Land use data
- ✚ Traffic flows, speeds, vehicle classifications
- ✚ Health, education and employment statistics



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Quantifying the Problem

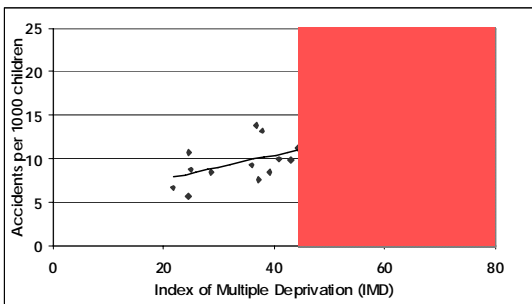
Casualties for each ward by :

- ✚ Severity and year
- ✚ Age / gender distribution
- ✚ Time of day / Day of week / Month of year
- ✚ In / out of school hours and in / out of term time
- ✚ Light / dark
- ✚ Spatial distribution
- ✚ Road type / speed limit
- ✚ Proximity to a crossing facility
- ✚ Vehicle classification




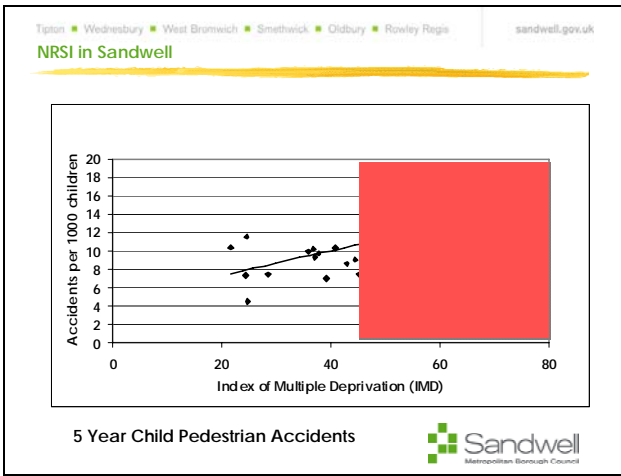
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3 Year All Child Accidents





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Conclusions for 10% most Deprived Wards

- ✦ Children are 3.3x more likely to become pedestrian casualties than children in the least deprived wards of the West Midlands
- ✦ Children are more likely to become road traffic casualties than children in the other wards of Sandwell
- ✦ Children in the most deprived ward (St Paul's) are twice as likely to become traffic casualties as those in the least deprived ward (Abbey)
- ✦ Three wards consistently have the worst casualty rates
 - ▶ Soho & Victoria
 - ▶ St Pauls
 - ▶ Smethwick

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Conclusions for 10% most Deprived Wards

- ✦ Child pedestrians aged 0 to 9 are particularly at risk in these three wards
- ✦ Female car passengers are particularly at risk in these three wards
- ✦ The three wards have very high ethnic minority populations:
 - ▶ St Pauls 63%
 - ▶ Soho & Victoria 59%
 - ▶ Smethwick 43%
- ✦ Sandwell average is 14%

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Part Two Sandwell's NRSI Initiatives



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NRSI in Sandwell – The Initiatives

- Initiative One: Smethwick High Street
- Initiative Two: Telford Way & Oldbury Road, Smethwick
- Initiative Three: The Puffin Project
- Initiative Four: 20mph Zones
- Initiative Five: Police Enforcement
- Initiative Six: Road Safety Champions
- Initiative Seven: Cycle and Pedestrian Training
- Initiative Eight: Out of School Hours Activities
- Initiative Ten: Ethnic Minority Play and Workshop



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Part Three Initiative Nine: Free Child Car Seat Provision




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NRSI in Sandwell – Child Car Seat Provision

Initiative Nine: Free Child Car Seat Provision

✚ Objectives :

- ▶ To increase the use of child car seats
- ▶ To ensure that child car seats are fitted correctly
- ▶ To reduce accident severity to under 5s
- ▶ To highlight to adults the dangers of not using child car seats




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Initiative Nine: Free Child Car Seat Provision

✚ Actions :

- ▶ Identify a private sector partner to supply and fit child car seats
- ▶ Identify criteria for the permanent loan of seats
- ▶ Establish a mechanism to provide seats
- ▶ Establish a monitoring and evaluation system



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Identifying Partnerships

- ✚ Car seat supplier
- ✚ Devising Paperwork
- ✚ Checking systems

The scheme is launched...



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The scheme in operation

- + Voucher distribution
- + Seats are supplied
- + Payment systems
- + Monitoring the scheme
- + The monitoring process
- + What happens next..?

