

**Annex A Proposal for road safety delivery 2007/08**

<b>Theme</b>	<b>Projects</b>	<b>Cost (£K)</b>
Work related driving ( <i>Your Driving Your Business</i> )	Business Travel Plans	10
	Managing road risk toolbox resource	5
	Targeted road safety campaigns	5
	Partnership with York North Yorkshire Chamber of Commerce	5
Young drivers/passengers	Interactive DVD	20
	Pass Plus discount scheme	15
	Young driver image campaign	15
	Project with Youth Offending Service	3
	powered-two-wheel (PTW) training	2
Primary Education	Road Safety theatre in education (20 schools)	8
	Resources to compliment road safety training/school travel service	5
	Be Safe Be Seen campaign (every school)	5
Secondary education	Smart Risk production (8 schools)	16
	Bereaved parent workshops	5
Speed	Main route campaigns	7
	Community Speed Watch materials	2
Partnership work	North Yorkshire Police - additional targeted enforcement in support of campaign work	25
	North Yorkshire Fire & Rescue Service (child car seats)	5
Contributory factors in road crashes	Campaign based on DfT research into the most common contributory factors in road crashes	15
Fatalities	Campaign based on analysis of over a thousand fatal crashes.	15
National THINK! campaign	support national campaign (4 projects per year)	4
Evaluation	Qualitative research to assess the impact of the programme	9
	<b>Total (revenue)</b>	<b>201</b>
Road safety Capital Programme	<b>Total (capital)</b>	<b>44</b>
	<b>Reserve</b>	<b>1.5</b>
	<b>Total Road Safety Grant</b>	<b>246.5</b>