

**Annex A. Proposal for road safety delivery 2008/09**

Theme	Projects	Cost (£)
Young drivers/passengers	Young driver campaign (Alive2Drive)	15,000
	Pass Plus discount scheme	13,000
	Project with Youth Offending Service	2,000
Powered Two Wheelers	Car driver Awareness Campaign	15,000
	BikeSafe project	5,000
	Moped project	5,000
	Powered-two-wheel (PTW) training	2,000
Car drivers/passengers	Contributory Factors Campaign	20,000
	Work related driving	5,000
	Speed awareness campaign	5,000
Primary schools	Visibility campaign (Be Safe Be Seen)	5,000
	Theatre in Education (20 schools)	8,000
	Resources to compliment the cycle/pedestrian training service	5,000
	School Travel Service	10,000
Secondary schools	Smart Risk production (8 schools)	8,000
	SCARD	3,000
Partnership work	North Yorkshire Police - additional targeted enforcement in support of campaign work	20,000
	North Yorkshire Fire & Rescue Service - Child car seat checking and speed Matrix deployment	10,000
	Safety Camera Scheme - Site Evaluation	3,000
National THINK! campaign	Support 4 national campaigns over the year	2,000
Sustainable Travel	Business Travel Planning/Sustainable Travel	25,000
Evaluation	Qualitative research to assess the impact of the programme	10,000

Revenue Spend	£	196,000
Capital Spend	£	43,830
Total Grant	£	<u>240,820</u>
Reserve	£	990