

### Annex A. Proposal for road safety delivery 2009/10

| Theme                    | Projects  | Cost (£) |
|--------------------------|---|----------|
| Young drivers/passengers | Young driver campaign (www.madeyoulook.tv)  | 15,000   |
|                          | Pass Plus discount scheme   | 13,000   |
|                          | SCARD Presentations via Youth Offending Team  | 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    |
| Pedal Cyclists           | Cyclist Visibility  | 2,000    |
| Car drivers/passengers   | Contributory Factors Campaign (www.madeyoulook.tv)  | 10,000   |
|                          | Work related driving  | 2,000    |
|                          | Senior Driver Event   | 1,000    |
|                          | Road Safety Week  | 1,000    |
|                          | Christmas Drink Drive Campaign  | 1,000    |
|                          | Speed awareness campaign  | 5,000    |
| Primary schools          | Pedestrian visibility campaign (Be Safe Be Seen)  | 1,000    |
|                          | Theatre in Education  | 10,000   |
|                          | Crucial Crew Event for Year 6, February 2010  | 5,000    |
|                          | Resources to compliment the cycle/pedestrian training service                               | 5,000    |
|                          | Schools Officer Post (Primary and Secondary Schools)  | 28,000   |
|                          | School Travel Service   | 5,000    |
| Secondary schools        | Theatre in Education  | 10,000   |
|                          | Drink Drive Youth Theatre Performance   | 6,000    |
| Partnership work         | North Yorkshire Police - additional targeted enforcement in support of campaign work        | 10,000   |
|                          | North Yorkshire Fire & Rescue Service - Child car seat checking and speed Matrix deployment | 8,000    |
|                          | Safety Camera Scheme - Site Evaluation  | 3,000    |
| National THINK! campaign | Support 4 national campaigns over the year  | 2,000    |
| Coordination             | Projects Officer Post   | 30,000   |
| Sustainable Travel       | Business Travel Planning/Sustainable Travel   | 20,000   |
| Evaluation               | Qualitative research to assess the impact of the programme                                  | 10,000   |

|               |    |                |
|---------------|----|----------------|
| Revenue Spend | £  | 232,000        |
| Capital Spend | £  | 43,166         |
| Total Grant   | £  | <u>237,174</u> |
| Reserve       | -£ | 37,992         |

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| Theme                     | Projects  | Cost (£) |
|---------------------------|---|----------|
| Pedestrians               | Be Safe Be Seen   | 2,000    |
| Pedal Cyclists            | Cyclist Visibility  | 2,000    |
| Powered Two Wheelers      | Driver Vulnerable Road User Awareness Campaign  | 6,000    |
|                           | BikeSafe project in partnership with North Yorks Police                                     | 5,000    |
|                           | Moped project in partnership with Momentum on Two Wheels                                    | 5,000    |
|                           | Powered-two-wheeler (PTW) Wear the Gear Road Show   | 2,000    |
| Young drivers/passengers  | Pass Plus discount scheme   | 10,000   |
|                           | SCARD Presentations via Youth Offending Team  | 1,000    |
| Car drivers/passengers    | Contributory Factors Campaign (www.madeyoulook.tv)  | 15,000   |
|                           | Work Related Driving  | 2,000    |
|                           | Senior Driver Event   | 2,000    |
|                           | Road Safety Week  | 2,000    |
|                           | Community Speed Watch   | 2,000    |
| Primary Schools           | Resources for Pedestrian and Cycle Training Service   | 4,000    |
|                           | Resources for School Travel Service   | 5,000    |
| Secondary Schools         | Road Safety Education Officer x 2 (+ contrib from LAA Grant)                                | 28,000   |
|                           | Resources for Road Safety Education Officers  | 10,000   |
| Partnership work          | North Yorkshire Police - Partnership Work   | 10,000   |
|                           | North Yorkshire Fire & Rescue Service - Child Car Seat Checking and Speed Matrix Deployment | 5,000    |
|                           | 95 Alive Group - Safety Camera Scheme - Site Evaluation                                     | 3,000    |
| National THINK! Campaigns | - Drink Driving (Jun 2009)  | 2,000    |
|                           | - Drink Driving (Dec 2009)  | 2,000    |
|                           | - Speeding (Jan 2010)   | 2,000    |
|                           | - Motor Bikes (Mar 2010)  | 2,000    |
| Coordination              | Road Safety Projects Officer Post   | 30,000   |
| Sustainable Travel        | Business Travel Planning/Sustainable Travel   | 25,000   |
| Evaluation                | Qualitative research to assess the impact of the programme                                  | 10,000   |

|               |   |                |
|---------------|---|----------------|
| Revenue Spend | £ | 194,000        |
| Capital Spend | £ | 43,166         |
| Total Grant   | £ | <u>237,174</u> |
| Reserve       | £ | 8              |