

Newsletter - Mind Your Business - Newsletter

Brought to you by Wirral Council's Road Safety Team

Welcome to our latest 2023 Newsletter

With the cold dark mornings and afternoons, limited daylight, lowering temperatures, wet roads, puddles, and leaves. It's essential that we make sure our vehicles are fit and ready for the road.

To help you keep your vehicles in a safe and roadworthy condition, we have been offering the pre-winter vehicle checks for your employees' cars. Read about "Tyre Safety Month" below to find out more.

We hope you enjoy this newsletter and please feel free to get in touch. We would love to hear any stories about road safety relating to your business, good and bad, and any plans you have to keep your staff and business safe.

If you require any road safety information or help from our team, then please get in touch.

Newsletter articles include:

- ✓ 20 mph speed limits.
- ✓ Tyre Safety Month.
- ✓ Brake Road Safety Week.
- ✓ Personal Note
- ✓ Road Safety Quiz
- ✓ Tell us what you'd like to see us deliver.
- ✓ Update from National Highways.
- ✓ 70 years of the School Crossing Patrol Service in pictures.

We recently asked local businesses if they would like to take part in a quiz, to test their knowledge and compete with other businesses.

Unfortunately, we only received a couple of emails from interested businesses, so we haven't progressed this idea.

You can still test your knowledge with some questions on page 4!

Road Safety Week

19–25 November 2023

Organised by the Road Safety Charity

What is Road Safety Week?

Road Safety Week is Brake's biggest Road Safety campaign. Every year, thousands of schools, organisations, and communities get involved to share important road safety messages, remember people affected by road death and injury, and raise funds to support Brake's work in making our roads safer.

Let's talk about SPEED. On average five people are killed on UK roads every day, and many more are seriously injured.

Learn more about the work of Brake at

<https://www.brake.org.uk/road-safety-week/resources-for-employers>

Remember to check the website for next year's theme and please feel free to invite us in to work with your employees within your business.

What would you like to see us Deliver?

Our Road Safety Team are looking at offering more interventions to engage with businesses on the Wirral. We'd like to hear from you what would you like us to deliver or engage within your company.

As you may already be aware, we've been running our National Award-Winning "Mind Your Business" Project for over 8 years now working with businesses throughout the borough and further afield across Merseyside.

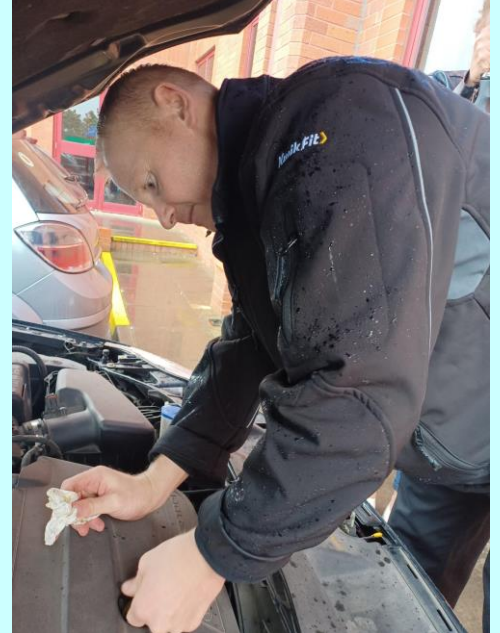
You may have already received several of our road safety sessions from us, but what are your thoughts?

Would you like to work on a National Modeshift Accreditation and be recognised for the work you do to encourage and promote safe, active travel? We can support you and provide you with free access for accreditation.

Tyre Safety Month

Although tyres should be checked on a regular basis Tyre Safety Month took place during October to remind all drivers and those who oversee drivers and business vehicles of the importance of tyre and vehicle safety checks. Tyre Safety Month aims to keep motorists safe, save money, and reduce risks that could have serious consequences for the driver and business.

We have teamed up with Kwik-fit to attend businesses to check vehicle tyres along with a pre-winter vehicle check.



The checks that are carried out are as follows:

- **Tyres** - Tread depth & overall condition of your tyres plus condition of sealant repair kits
- **Coolant** – Check level and advise if needs topping up.
- **Wiper blades** – Check for splits or damage, ie
- **Windscreen & Screen wash** - Check screen wash and top up if necessary.
- **Lights** – Check for faulty and broken bulbs
 - a) Headlights
 - b) Sidelights
 - c) Fog lights - front & rear
 - d) Brake lights
 - e) Indicators, front and rear plus side repeaters
 - f) Rear number plate light/s
 - g) Reverse lights

Once all the checks have been completed each driver will receive a free goody bag courtesy of Kwikfit containing a tyre tread depth which doubles as a supermarket trolley coin and tyre pressure checker.

We were busy in October and have more businesses booked in for November & December so if you would like to arrange a visit from us and Kwik-fit then please do get in touch.

The email address as always is paulleatherbarrow@wirral.gov.uk

Personal Note

From the start of 2024, I will be reducing my working hours and going part time. To fit in with the needs of many businesses, my working days will be Tuesday, Wednesday & Thursday on week one, then Tuesday & Wednesday the following week, so basically 5 days every 2 weeks, these may vary depending on demand. I will still be working within businesses but at a reduced capacity. If you do get an out of office response from me, then please email our road safety team at roadsafety@wirral.gov.uk

School Crossing Patrol Service 70th Year Celebrations

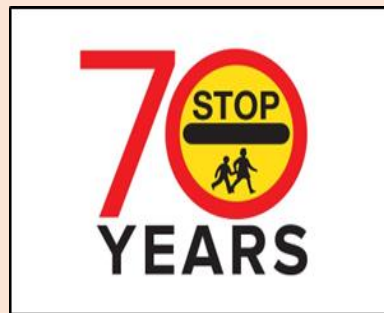
The School Crossing Patrol (SCP) service celebrated its Platinum Jubilee earlier this year with Wirral taking part in the celebrations.

The first known patrol in the UK was Mary Hunt, a school caretaker appointed by Bath City Council to help pupils cross the road in September 1937.

The idea grew in the late 1940s when two of the newly created road safety officers in the London Boroughs of Dagenham and Barking recognised a growing problem with the safety of child pedestrians given the increasing volume of traffic on roads.

The idea proved very popular and soon spread to other London boroughs, and as more wardens were appointed the Met Police took over responsibility for the new service. The SCP service was born when the Government recognised the value of having a service that crossed children at busy and difficult locations.

The service was officially created by the School Crossing Patrol Act in 1953. The first official patrol started work in 1954 and while the uniform and sign have changed to meet modern standards the role is essentially the same today as it was 70 years ago! However, do remember that School Crossing Patrols can stop traffic **to cross any pedestrian, whether adult or child**, this became law in 2001.



One of our School Crossing Patrols, Colin Smith with his certificate recognising the 70th anniversary of the School Crossing Patrol service.

20mph speed limit in Wirral

Wirral Council is looking to introduce more 20mph speed limits.

To do this, the borough has been split into different zones, and over the next four years, we will be looking to introduce 20mph speed limits on almost all residential roads across Wirral. As part of this process, residents will be asked for their thoughts on the schemes before they are introduced.

The introduction of 20mph speed limits is most beneficial in residential and shopping areas and near to schools. We have also taken into account collision and casualty data. Main roads (also known as A and B roads) are likely to retain their current speed limits unless they run through local centres (such as residential areas, schools, shopping places, leisure facilities, hospitals, and public transport routes).



How the scheme will be funded

The scheme is funded through the Liverpool City Region Sustainable Transport Settlement Combined Authority Transport Plan.

Following the Environment, Climate Emergency and Transport Committee in March 2022, it was agreed that more funding would be invested to increase the number of 20mph speed limits across Wirral. This is also to help support a national initiative to reduce speeds and help people feel safer on the road.

<https://haveyoursay.wirral.gov.uk/hub-page/20mph-scheme>

Benefits of the scheme

In many parts of the country, 20mph speed limits have been shown to save lives and create safe and healthy environments for people to travel, work and enjoy, leading to people living active, healthy lives.

The speed limits are part of Wirral's contribution to the Liverpool City Region Road Safety Strategy, adopted in November 2022, which includes a vision to reach zero road traffic collisions by 2040.

How can you help to communicate the new limits to your employees?

Operation Pennine

Although our local motorway is the M53 however I thought I'd share this report from our colleagues at National Highways that involved work on the M62. October 2023 saw the launch of Operation Pennine, a month long, multi-agency campaign that aimed to increase safety and reduce criminality along the 107 miles of the M62 from Liverpool to the east coast. Almost 30 agencies and partners were involved in the daily activities which included a mixture of engagement from education to drivers, as well as fines and prosecution at the other end of the scale.

October was also Tyre Safety month and other activities highlighted the importance of checking tyres.



Did you know?

There are an average of 144 incidents reported on the M62 every day.

In 2022, there were 1652 collisions and 28,607 incidents reported.

There were 3564 incidents reported in August 2022 alone.

As a result of the operation, the following list shows various successful outcomes hopefully making the M62 motorway a safer motorway to travel along.

- Stolen plant and trailers recovered.
- Vehicles cabled and immobilised for serious driver and mechanical faults.
- Vehicles prohibited from moving due to serious mechanical faults.
- Tickets issued for Fatal 5 offences including mobile phone and seatbelt offences.
- Vehicles seized for no insurance.
- Load security checks.
- Abnormal Load checks.
- Graduated fixed penalty notices issued.
- Traffic offence reports submitted for prosecution.
- Tacho control checks.
- Vehicle weight checks.

Thank you to our colleagues at National Highways for providing this Operation Pennine report.

Road Safety Quiz

How is your Road Safety knowledge? Do you know your limit's? whether that is speed, or the drink drive limits. What about the 17 controlled drugs that are listed in the regulations of the section 4 of the Road Traffic Act 1988, how many of them can you name? We'll leave those questions for now, however have a try at this short quiz below and see how you do.

Here is our short Road Safety Quiz just for you:

- 1, In what year was the breathalyser introduced in the UK?
- 2, To identify a tyre's age, how many digits are normally displayed?
- 3, How many people were killed on the roads in Great Britain in 2022?
- 4, What were the new rules introduced into the Highway Code in January 2022?
- 5, What percentage of class 3 & 4 vehicles (Cars, vans & vehicles up to 12 seats) initially fail their MOT?
Is it: A) 15% B) 20% C) 25% D) 30%

If you would like to email me your answers, please feel free to send them to paulleatherbarrow@wirral.gov.uk