



To: Business Coordination Board

From: Chief Executive

Date: 14 March 2017

AGREEMENT OF FUNDING FOR £67,000 FROM THE ROAD SAFETY CASUALTY REDUCTION AND SUPPORT FUND FOR A YOUNG DRIVE TOOLKIT

1. Purpose

1.1 The purpose of this report is to inform the Business Coordination Board (“the Board”) of the Police and Crime Commissioner’s (the “Commissioner’s) approval of a £67,000 funding bid by the Cambridgeshire and Peterborough Road Safety Partnership for Drive iQ – a young driver toolkit for 2017-2020.

2. Recommendation

2.1 The Board is invited to note the Commissioner’s support for the project.

3. Background

3.1 The Cambridgeshire and Peterborough Road Safety Partnership (“the Partnership”) were invited to manage £100,000 of funding from the Commissioner’s Casualty Reduction and Support Fund in 2016/17. The partnership, acting as a central point of expertise, invited localities to bid into them for funding for grass roots preventative road safety initiatives. This fund attracted a limited number of bids, many of which were unsustainable beyond the funding.

4. A countywide approach to road safety

4.1 The Partnership were keen to develop a countywide offer and brought an application for funding to the OPCC in January 2017 for iQ Drive. This is a platform of resources (toolkit) which aims to positively change the attitude and behaviour of young drivers. It works through a progressive series of interventions from ages 11+ delivered through schools and includes bespoke content relevant to local area.

4.2 The toolkit will provide a longer term consistent Constabulary-wide approach to young driver interventions and aims to engage with a minimum of 10,000 pupils over the initial three year period. The overall aim is to reduce the number of young people involved in incidents and crashes on the roads.

5. Proposed arrangements

- 5.1 Every school and college in Cambridgeshire and Peterborough will be invited to sign up to the programme and all activity currently delivered to secondary and further education pupils by any partner organisation will be delivered using this platform.
- 5.2 Training and support will be offered to school and college staff to enable them to self-serve and facilitate classroom sessions themselves in order to maximise the reach of the intervention within the target audience.
- 5.3 Analysis of engagement with the online platform will enable the partnership to target support towards establishments / audiences where take-up / engagement is lower.
- 5.4 All Cambridgeshire and Peterborough Road Safety Partnership members are engaged in the programme.

6. Next Steps for the Casualty Reduction and Support Fund

- 6.1 The Commissioner will be reviewing the terms of reference for the Fund following the first year of operation. Road Safety is a theme which the districts have asked to be co-ordinated at a county level (through the Countywide Community Safety Agreement) therefore future funding awards will reflect this.

7. Recommendation

- 7.1 The Board is invited to note the Commissioner's support for the project and promote it to relevant partners.

BIBLIOGRAPHY

Source Document(s)	Road Safety Casualty Reduction and support Fund - Terms of operation for delegated fund element. Application for Casualty Reduction Support Fund 2016-17 Decision Notice CPCC 2015-045
Contact Officer(s)	Alasdair Baker, Partnerships and Communities Officer, Cambs OPCC T: 01480 42 5815 E: Alasdair.baker@cambs.pnn.police.uk