

**DECISION NOTICE**

**Decision author and proposer: Dave Byrne**

<b>Subject:</b>
<b>Funding in Support of the Co-ordination of Road Safety Programmes across Greater Manchester.</b>

<b>Type of decision:</b>			
<b>Deputy Mayor's decision</b>		<b>Chief Officer's decision</b>	<b>X</b>

**In all case this will need to be approved by the Director Police, Crime, Criminal Justice and Fire.**

<p><b>The decision is that:</b> Funding of £25,000 is made available to GMFRS in support of the Road Safety Development Officer role to drive a programme of engagement and awareness over the next 12 months. The payment will be match funded by the Greater Manchester Safer Roads Partnership.</p>
<p><b>The reasons for the decision are:</b></p> <p>The Safe Drive Stay Alive (SDSA) programme has been run across Greater Manchester for the last ten years. This is an emotionally engaging performance delivered in collaboration between Greater Manchester Fire and Rescue Service (GMFRS), Greater Manchester Police (GMP), Northwest Ambulance Service (NWAS), and Salford Royal Foundation Trust (SRFT).</p> <p>The performance uses case studies of road accidents and collisions told through the experiences of first responders, accompanied by video clips from families who have lost loved ones through road traffic accidents. The performances are very thought provoking and are aimed at educating the young people present of the risks and consequences of driving irresponsibly.</p> <p>The scheme is currently being independently evaluated to offer critique and advise on the effectiveness of the programme and how it should be run moving forward. This role will design and implement the recommendations of that evaluation due in Spring 2024. In addition, the role will continue to develop an engagement programme utilising the Virtual Reality kit/software acquired by GMFRS in 2023. The VR programme provides a unique opportunity to experience the impact of decisions made whilst driving.</p>

The post will ensure this engagement activity continues whilst the new Vision Zero Strategy and delivery plan is developed and implemented across Greater Manchester, expected in late 2024 – at which point, there will be a greater understanding of the requirements and resources required to drive the work moving forward.

The role will also support consultation in relation to a revised road safety approach to support the 2025-29 Fire Plan and associated Prevention Strategy.

**This decision will contribute to priorities of the Greater Manchester strategy in the following ways:**

It will support ‘Safer and Stronger Communities’ by raising awareness of the dangers and potential implications of dangerous driving and offending behaviour.

It will also support to equip young people for life by offering advice and real-life case studies and considerations ahead of potential plans to become a driver on the roads of Greater Manchester.

The Safe Drive Stay Alive scheme forms part of the engagement and prevention work being considered as part of the Road Danger Reduction Strategy. This strategy is being developed as part of the Mayor’s commitments to improving safety on the roads.

**Procurement comments:**

There are no GMCA Procurement concerns as this decision relates to funding to be granted to GMFRS. As those bodies are in-house to one another, the decision is one of an internal budgetary nature, not a commercial contracting decision. The single caveat is that this advice is designed for PCC commissioners, therefore does not provide advice to officers of GMFRS in compliant use of funds.

**Financial comments:**

This will be funded from the Traffic Enforcement and Road Safety Reserve. There are sufficient funds available.

**Legal comments:**

N/A

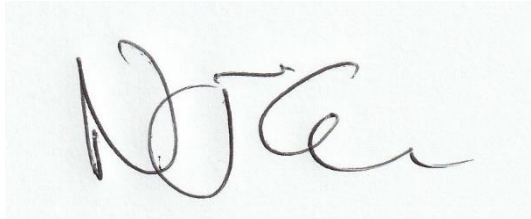
**Risk Assessment:**

Risk assessments for engagement events will be managed within existing policies and protocols. Updates on spend will be provided to the Police and Crime Team in the monitoring of the grant.

**Is safeguarding of children relevant and has this been considered:**  
All activities undertaken in connection with the grant will be in accordance with the relevant safeguarding policies of the agencies involved.

**Is safeguarding of vulnerable adults relevant and has this been considered:**  
All activities undertaken in connection with the grant will be in accordance with the relevant safeguarding policies of the agencies involved.

**Agreed by Director – Police, Crime, Criminal Justice and Fire**



**Signed**

**Date 13<sup>th</sup> March 2024**

**Agreed by Treasurer**

**Signed.....**

**Date.....**

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