

Transit pilots



# true stories

transit road user education

engaging young people through road user education



**transit**  
HELPING YOUNG PEOPLE MAKE THE TRANSITION  
TO SAFE AND RESPONSIBLE ROAD USE

**RUE**

 **Transport  
for London**

# RUE —a vehicle for change

Road User Education is a process that seeks to influence young people's **attitudes** by tapping into their **interest** in mobility, riding and driving.

Road User Education (RUE) is:

...an educational approach to raising awareness of the health, social and moral responsibilities associated with mobility and road use, whilst also developing skills that aid progression and foster positive attitudes.

© G Lloyd January 2008

**Transit pilots** included:

- Work with young offenders
- Residential experiences
- Setting up a community project
- Media projects
- Disability focused work
- Compulsory Basic Training weekend
- Motor sport
- Sport and Road Safety

**Transit partnerships** involved over 50 organisations, including:

- Road Safety Teams
- Youth Offending Teams
- Emergency services personnel
- Youth Services
- Connexions
- Specialist motor projects

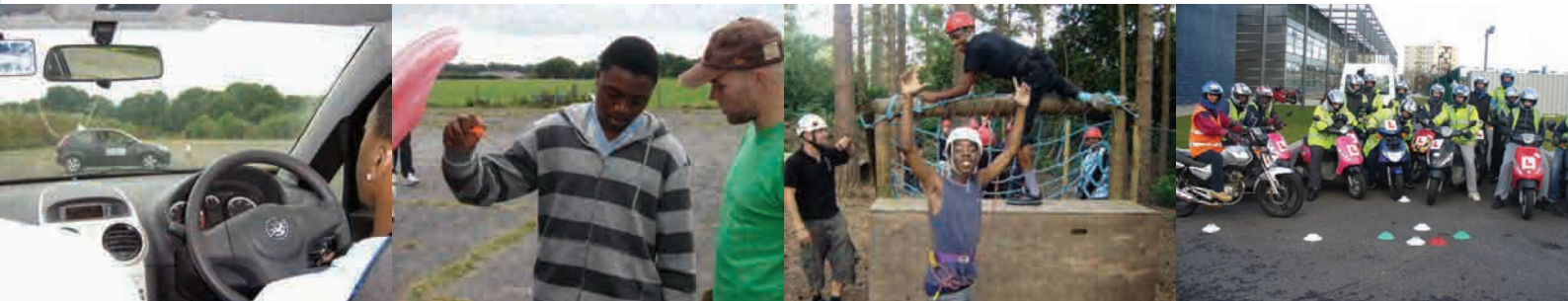


**Road User Education goes beyond work with specified 'target groups'. It seeks to embed road safety education as a strategy to influence attitudes and behaviour around road safety, crime, the environment, citizenship, the motor industry and general health matters – the breadth of issues associated with responsible road use.**

## Young people's interests

Young people have an interest in the transport agenda. For most, mobility is an expectation, not a privileged activity. Road User Education engages young people on issues that are relevant to them:

- *Mobility*: being able to move about with an element of freedom and independence is widely considered as important for young people's self-confidence and their ability to socialise and have fun. It can also have a fundamental impact on their education and employment opportunities. Using this freedom responsibly and effectively is an acquired skill, based on carefully formed attitudes.
- *Safety*: risk-taking is part growing up. But for many young people taking inappropriate risks on bikes and in cars can be linked to a lifestyle of other risk-taking activities.
- *Environment*: young people's attitudes and knowledge will play a crucial part in issues such as congestion, pollution, climate change and energy conservation.



# in Transit

The Transit pilot programme was an opportunity to test out the value of Road User Education as a tool for bringing agencies together to stimulate young people's learning and challenge their behaviour.

Transit pilots used the formats:

- **Motor Offenders Programme** – aimed at motor offenders or those seriously at risk of offending.
- **Voluntary Attendees Programme** – open access training, aimed at young people who will benefit from some form of accreditation or recognition.
- **Preparation for Legal** – aimed at all young people who want to prepare themselves better for responsible road use before taking formal tuition.

These three strands provide the basis for a comprehensive approach to engaging young people in programmes that address a broad range of issues linked to road safety and responsible vehicle use.

## A range of options

Pilot projects demonstrated the breadth of ways in which Road User Education can meet the needs of a range of young people and the agencies that work with them.

The projects included:

- **Residential work** linking road safety to the theme of risk-taking in an outdoor context.
- A road safety **video project**, where young people devised the aims and content.
- Specific **disability focused work** with deaf young people.
- Work with **young offenders**.
- Involving young people in setting up a **community project** that utilises their interest in motor vehicles.
- A special weekend **Compulsory Basic Training** event.
- A project focusing on **motor vehicle related sport** and road safety.
- Strategies designed to address **nuisance** caused by motor cycle use.

**All projects were funded to use a partnership approach to delivering effective Road User Education.**

The projects are described on the following pages



# in practice – the pilot programmes

## Full attention

A survivor awareness session was a powerful element in a programme for young offenders

In **Lewisham**, the Transit initiative piloted a 10-week programme targeted at high-risk motor offenders. The survivor awareness session had a visible impact on participants. The presenter for the session was a survivor whose mobility has been significantly impaired for the past 17 years as a result of a crash caused by a young motor offender. Participants were keenly attentive to the account of the changes in his lifestyle – from an independent outgoing person to that of a perpetual dependant. *Used with care\**, the involvement of survivors has great potential in Road User Education.

\* Guidance on the involvement of survivors within Road User Education programmes is included in the Transit Reference File CD-Rom

**Local partners:** The Ilderton Foundation, Lewisham Road Safety Unit, Lewisham Youth Offending Team and Turning Point ACAPS.



## Creative challenge

Young people have their road safety videos published on the internet

Young people in **Westminster** had an opportunity to develop ideas for a series of 'virtual' road safety videos, for publication via YouTube. Ideas for the most important issues came from consultation with the London members of the UK Youth Parliament; the group then had the challenge of working out how they could devise films to grab the attention of their media-savvy peers. They have used different styles, including a series based around a common 'hero' – Chimp. Silly Chimp keeps making the wrong road safety choices and pays for its mistakes in spectacular ways, with the message "Don't be a silly chimp!" The other films are a mix of the fun and the very hard-hitting.

Copies of the video are on the Transit Reference File CD-Rom as part of the Transit pack.

**Local partners:** Westminster Youth Service Digital Media Unit, Kensington & Chelsea Road Safety, London Fire and Rescue, London Ambulance Service, UK Youth Parliament London Region.





## Risk and reward

The impact of an outdoor residential is apparent 'back home'.

**Young Lewisham Project's** residential, held at an Activity Centre in the New Forest did not always *seem* to relate to road use. However, the activities addressed some of the underlying issues around road safety, while helping to bring the group together and encourage sharing. Icebreakers helped relax people, high ropes highlighted fear and achievement, low ropes demanded team work. Between these experiences, there were opportunities to try their hand at driving and maintenance challenges, as well as to discuss motor-related themes. The group worked enthusiastically – and creatively – into the night to devise a 'Road safety rap'. Back at the Project, group members are more conscious of safety issues; and their attitudes have influenced other young people involved with the project.

**Local partners:** Young Lewisham Project, UK Youth, Lewisham Road Safety.



## Sporting chance

### Young leaders link Road User Education with sport

Young people in **Westminster** focused on road safety, while working through the nationally recognised Community Sports Leadership Award (CSLA). The week-long programme explored the road safety lessons that can be learnt from sport, including personal fitness, health and safety and the importance of staying focused. Participants built their leadership skills by organising and delivering activities, carrying out risk assessments and adapting sports-based activities to address road safety issues.

With two inputs from BikeSafe London and the North London Motorcycle Training organisation, young people were also made aware of safer riding techniques and had a chance to ride on and off road under supervision. All participants received their Compulsory Basic Training (CBT) certificate. There are already plans to repeat the programme.

**Local partners:** Westminster Sports Development Unit, Sports Leaders UK, North London Motor Cycle Training, BikeSafe London.

## All-round benefits

### Young people design a project with community benefits

The **Harrow Club** involved a group of young people in planning a motor education project within their community. As a key part of the process, a residential experience offered a new environment, where they could express their ideas together, alongside supportive adults. They appreciated the opportunity to get away from some of the negativity they feel within their own community.

The group has produced a presentation designed to attract funding. They see motor sport-related activity as providing vital opportunities for safe and legal excitement for them and their peers. The initiative has shown how a youth club can initiate a project that works toward the Every Child Matters outcome linked to young people's safety. There is also potential to accredit the young people's learning.

**Local partners:** The Harrow Club, UK Youth.



## Access issues

### Deaf young people have a new opportunity

Mobility for deaf and hard of hearing young people brings its own challenges, whether as a driver, rider or other road user. **The Royal Association for Deaf People** piloted a programme for deaf and hard of hearing young people to explore the issues they face in being mobile.



To identify priority concerns, questionnaires were devised and used in three deaf youth clubs and schools. This feedback was used to help design a course, in partnership with Queen Elizabeth's Foundation Mobility Centre. On the course, deaf young people, as well as gathering information, were able to practise driving and study the workings of the car. In small groups, with a 3:1 staff/student ratio, they had opportunities to ask questions, present their views and, at the same time, take on lots of information.

**Local partners:** D-Zone Youth Club, Forest Gate Youth Club, The Royal Association for Deaf People, Queen Elizabeth's Foundation Mobility Centre, Thurrock Deaf Club.

## Progressive learning

### Young people learn the motorcycle basics over a weekend

An extensive collaboration across the **Royal Borough of Kensington & Chelsea** (RBKC) organised an opportunity for young people to take their motorcycle Compulsory Basic Training over a weekend. 11 of the 12 participants, aged 16-18, passed over the weekend. The programme content was varied and aimed to develop both social and practical skills through participating in a group activity, while also providing an understanding of some of the potential consequences of irresponsible use of motorcycles and scooters.

**Principal local partners:** RBKC Road Safety Team, RBKC Connexions Service, RBKC Youth Offending Team, Harrow Motor Project. **Other partners:** London Fire Brigade (Chelsea Fire Station), Metropolitan Police (Central Traffic OCU), London Ambulance Service, Newham Docklands Motorcycle Project, Westminster Digital Media Unit, London Safety Camera Partnership, North London Motorcycle Training.



## Jumping off point

A taster course encourages young people to join an accredited programme

The evaluation of **The Project's 'Preparation for Legal' programme** showed that it had increased young people's enthusiasm for learning, as well as their knowledge and skills around driving and road safety. All programme participants expressed a desire to continue their tuition with Archway and take the Project's Open College Network accredited course.

The Archway 'Preparation for Legal' programme covered: legal road use; safety equipment; basic servicing and safety checks; practical riding experience.

**Principal local partners:** Archway Motor Project, Greenwich Home and Road Safety, Greenwich Youth Offending Team, Woolwich Polytechnic.



## Partnership opportunities

Agencies work together to address nuisance motorbikes

Alongside the Transit pilots, **Southwark Road Safety Unit** has worked with a range of agencies to engage young people in informal education around road safety. The initiatives formed part of a strategy designed to address the issue of nuisance riding. Activities included:

- Three two-day parks events, in partnership with Ilderton Motor Project
- Evening workshops
- 20-week accredited moped course
- Pilot projects in schools – 40-minute sessions on the theme 'Safe and Legal'

One of the key findings of the programme review was that the collaboration had meant that the interventions were extremely cost-effective for organisations and had successfully communicated a safety message to a wide audience of young people.

**Local partners:** Bacon's College, Ilderton Motor Project, Southwark Anti-Social Behavior Unit, Southwark Enforcement and Creative Design Team, Southwark Road Safety, Southwark Trading Standards, Southwark Youth Offending Team, Walworth School, Woodside Community Motorcycle Project.

Pilot Profiles of all the Transit pilots are available on the Transit Reference File CD-Rom

# the key drivers

There is momentum towards collaboration across all agencies working with young people within communities.

- **Road Safety:** in its report on road safety, *Changing Lanes*, the Audit Commission states: *Joint working, through formal or informal partnerships, is important in road safety as it is in many other topics: councils and police forces are not the only local organisations aiming to reduce casualties on the roads. (p 19)*
- **Police and Youth Justice:** all aspects of motor vehicle crime and anti-social behaviour – nuisance riding, irresponsible road use, drink driving etc. – have an impact on local communities and the families that live in them. Priority is increasingly being given to programmes that not only address the offending, but also empower local communities to effect and manage change.
- **Children and young people's services:** one of the core goals of *Aiming High*, the government's 10-year strategy for children and young people's services is to provide more activities for young people to do and places to go. The promotion of 'targeted youth support' emphasises a collaborative approach to work with young people.
- **Fire Service:** The introduction of the Fire & Rescue National Framework 2006-2008 for England states that *"the number of people killed or seriously injured on the roads...can only be successfully tackled using a multi-agency approach."*
- **Education:** the extended schools strategy and the continuing focus on citizenship and pupil voice all encourage schools to establish stronger links with community and youth agencies, in order to bring a community perspective to work with pupils.

## A common agenda

The Government's **Every Child Matters** (ECM) and **Respect** Action Plan form a common agenda for children and young people's services. The Road User Education projects within Transit addressed both agendas.

### Every Child Matters

- Be Healthy
- Stay Safe
- Enjoy and Achieve
- Make a positive contribution
- Achieve economic well-being

A paper outlining the link between Every Child Matters and Road User Education can be found in the Transit Reference Library (REF)

### Respect Action Plan

- Supporting families
- Working with challenging families
- Improving behaviour and attendance in schools
- Engaging children and young people in positive activities
- Strengthening communities
- Enforcement and community justice

# learning points

**The Transit pilots have provided a wealth of learning that can be taken into future developments in road user education.**

## Opportunities

- The concept of Road User Education provides an opportunity for a wide range of stakeholder groups to pursue their objectives. Pilot projects have generated interest, resources and commitment from local authority departments, the voluntary sector and local communities.
- The holistic approach has helped make Transit an inclusive strategy.
- Partnership working brought a new pool of resources to young people.
- The initiative provided an impetus for Road Safety Units proactively to engage with other agencies and departments.
- Feedback from young people suggests that using real-life experience can be a particularly powerful way of engaging young people.
- The programme fits well with the wider government strategies – such as Every Child Matters and the Respect Action Plan – as well as specific priorities, in particular those outlined in the *Changing Lanes* report on road safety partnerships.

## Challenges

- Partnership working is a challenge, as well as an opportunity; one of the key issues has been that partners can have very different cultures and ways of working, which can create unclear expectations of each other.
- Clarity of roles and objectives, especially clarifying leadership or co-ordination tasks were major practical challenges in delivering programmes.
- More work needs to be done to reinforce the idea that young people can be positive contributors to the road safety debate.

# from interest to action

The Transit Pack is designed to help you deliver a road user education programme for young people.

As well as this introduction to Transit, the pack also includes:

- **Transit Road User Education: a partnership guide** – the action steps to planning and delivering a Transit programme through a partnership approach.
- **Transit Reference File (TRF)** – a CD-Rom library of resources to turn your plans into action.



Written by: Graham Lloyd and Alan Rogers

Design: Keith Phelpsstead

Project Manager: Marilyn Cranfield, TfL

MOP External Monitor: Hilary Orpin

Published by Transport for London

© 2008 Transport for London

**transit**  
HELPING YOUNG PEOPLE MAKE THE TRANSITION  
TO SAFE AND RESPONSIBLE ROAD USE