

REPORT OF THE  
Executive Member for Environment and Transport  
PART II

**300. STREETSENSE: ROAD SAFETY FOR 11-16 YEAR OLDS**

1. On the 6 March 2012, the Executive Member for Environment and Transport approved proposals for a toolkit to enhance road safety for 11-16 year olds in Hampshire for implementation in 2012/13. It was rolled out to Hampshire secondary schools for the first time, during Child Safety Week (18-22 June 2012).

2. StreetSense will be using a wide range of interactive opportunities to remind pre-teens and teenagers about keeping safe as they travel by foot or by bike. The programme includes:

- **Materials for teachers** to use in assemblies or class led discussions as part of pupils' PSHE lessons (Personal, Social and Health Education);
- **Live drama** – theatre will be brought to schools by the theatrical company, 'tinyGiants' who will perform 'The Decision' for Year 7 pupils (age 11 to 12). The award winning play, set in a courtroom, focuses on young people and their behaviour on and around roads;
- **'Ghost Street' workshops** for pupils in Year 9 (age 13 – 14) where various filmed scenarios are viewed and pupils are asked to identify how the incidents could be avoided and take part in discussions about which character they feel was responsible for causing the incident;
- **Safety engineering computer aided design (CAD)** workshops for Year 10 pupils (14-15 years) to consider and re-design roads to feature measures on the road that could help to improve safety;
- and, with additional funding from Government, **Bikeability** cycle safety training for up to 8750 places for 10 to 14 year olds.

3. In the first year of the campaign, the County Council plans to work with 18 priority secondary schools across the county and it is the first time that the Council has specifically focused a road safety campaign on this particular age group. The campaign aims to address the accident pattern within Hampshire involving 11-16 year olds and promote a safer environment and enhance quality of place of residents.

4. Further details can be found at [www.hants.gov.uk/councilmeetings.htm](http://www.hants.gov.uk/councilmeetings.htm) by typing in the relevant reference number:

- **StreetSense: Road Safety for 11-16 Year Olds (3755)**

**301. ADOPTION OF THE 'MY JOURNEY' IDENTITY**

1. On the 12 June 2012, the Executive Member for Environment and Transport approved proposals for a 'My Journey' identity campaign to promote sustainable forms of transport for local journeys in Hampshire.

2. As part of the decision, the County Council shall work closely with Southampton and Portsmouth City Councils as well as the South Down National Park Authority to maximise the effectiveness of the campaign.

3. Over the next three years, those who live or work across Hampshire will be encouraged to make greater use of walking, cycling, bus or rail in their everyday journeys. As part of this programme, people will be informed about the options available to them and encouraged to give alternatives to the car a try. The campaign is funded by a £4.1 million grant received from the Government's Local Sustainable Transport Fund.

4. A 'My Journey' website – [www.myjourneyhampshire.com](http://www.myjourneyhampshire.com) – has been developed to offer a one-stop shop for advice about the different options for travelling in Hampshire. The website includes details of local events such as leisure cycle rides, together with special offers and competitions.

5. Further details can be found at [www.hants.gov.uk/councilmeetings.htm](http://www.hants.gov.uk/councilmeetings.htm) by typing in the relevant reference number:

- **Adoption of the 'My Journey' Identity (4026)**

**COUNCILLOR MEL KENDAL**  
**Executive Member for Environment and Transport**