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**REPORT AUTHOR: HEAD OF COMMUNITY SAFETY**

**SUBJECT: AMEY/OSCAR ROAD SAFETY PROGRAMME**

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Background Papers: None

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Implications (tick ✓):

LEGAL			FINANCIAL	
HUMAN RESOURCES			EQUALITY IMPACT	
ENVIRONMENTAL			POLICY	
CORPORATE RISK	Known	✓	CORE BRIEF	
	New		OTHER (please specify)	

*Any implications affecting this report are noted at the end of the report.*

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**PURPOSE:**

To provide Members with supporting information with regard to the OSCAR Road Safety Programme delivered by Amey.

**RECOMMENDATIONS:**

1. That Members acknowledge the content of this report.
  2. That Members consider the three recommendations within section 3 of this paper:
    - a. Make no changes and continue supporting this initiative and as part of the Casualty Reduction Partnership Bedfordshire Fire and Rescue Service Prevention Teams should utilise, where possible, OSCAR at events within Central Bedfordshire;
    - b. To consider the use of OSCAR more widely across other areas of the Service and pay any associated costs;
    - c. In the short term do nothing and await the findings from the project evaluation before making a decision of future use of OSCAR.
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## 1. Background

- 1.1 The Amey 'Our Safety Car', better known as **OSCAR**, is used to promote road safety to young drivers throughout Central Bedfordshire and it utilises sophisticated technology to simulate the experience for a vehicle driver being involved in a road traffic collision.
- 1.2 Using the inside of the vehicle windscreen, two short films are presented and their contents focus on driver distractions and tyre safety. These films are designed to replicate the view seen from the driving position within the vehicle, the added sound system, hydraulic suspension, smoke machine and lights add to the realism of the collision being experienced.
- 1.3 OSCAR is generally used at local events, including visits to upper schools and youth groups, and provide a clear focus towards promoting road safety to younger drivers.

## 2. OSCAR Attendance at Service Events

- 2.1 OSCAR has attended 5 Fire Station Open Days within Central Bedfordshire, each of them having strong road safety and young driver themes.
- 2.2 In addition to Station Open Days, OSCAR assets have attended the following road safety initiatives:
  - Dunstable Motor Rally
  - Weatherfield School Pre Driver Initiative
  - Redbourne School Pre Driver Initiative
  - 6th Form Safe (Within Luton Borough and paid for by them).
- 2.3 These events have been fully supported by Bedfordshire Fire and Rescue Service's Prevention Team and members of the Casualty Reduction Partnership.
- 2.4 Use of OSCAR outside of the Central Bedfordshire area has been limited due to the charge levied by Amey (£250 per day/event).

## 3. Future Considerations

- 3.1 The OSCAR project contracted by Central Bedfordshire is a strong focal point for promoting key road safety messages to young drivers and as the project reaches the end of its first year, in the early part of 2016, Amey will be utilising external resources to evaluate its achievements. Therefore the following recommendations should be considered:

**3.1.1 Recommendation 1:**

To make no changes and continue supporting this initiative and as part of the Casualty Reduction Partnership Bedfordshire Fire and Rescue Service Prevention Teams should utilise, where possible, OSCAR at events within the Central Bedfordshire area.

**3.1.2 Recommendation 2:**

To consider the use of OSCAR more widely across other areas of the Service and pay the associated costs of this resource.

**3.1.3 Recommendation 3:**

In the short term do nothing and await the findings from the project evaluation before making a decision of future use of the OSCAR.

**SERVICE OPERATIONAL COMMANDER GARY JEFFERY  
HEAD OF COMMUNITY SAFETY**