

Appendix 2: Road Safety Education, Training and Publicity (Example Activity)

- i. City Corporation road danger reduction campaigns including speeding, winter driving, Christmas drink driving, pedestrians exiting railway stations and tourists at Saint Paul's Cathedral and Tower Bridge.
- ii. European Traffic Police Network (TISPOL) road danger reduction campaigns including speeding, drink driving, drug driving and seatbelts.
- iii. Road safety, cycling and pedestrian training at the City's schools (the Charterhouse Square School, the City of London School, the City of London School for Girls, Saint Paul's Cathedral School and Sir John Cass's Foundation Primary School), including Family Day, Happy Feet, City Citizen and the road safety theatre show.
- iv. Road danger reduction exhibitions at City businesses, including BNP Paribas, J. P. Morgan, Linklaters and Standard Chartered and in multi-tenanted buildings such as 160 Queen Victoria Street.
- v. Presentations on safer cycling, including to residents of the Barbican Estate.
- vi. Road danger reduction training, including the Exchanging Places swaps for lorry drivers and cyclists and the light goods vehicle/cycle training course.
- vii. Assessments of City Corporation drivers including those at the City of London School and at Tower Bridge and in Cleansing Services and the Libraries Division.
- viii. Educative enforcement of road traffic offences by the City of London Police.
- ix. Publicity about road danger reduction at City Corporation events including the Lord Mayor's Show, the City's Bike Week events, the City Green Day and the City Corporation's Bicycle User Group meetings.
- x. Publicity about road danger reduction in the City at third-party events including Brake child road safety week, the Caring Driver event, the Condor Cycles cycle exhibition, the cycle hire safety day, the Cycle Show, the Dowgate Fire Station safety event, the London Marathon, the London Nocturne, the Race for Life and the London Sky Ride.
- xi. Participation in Transport for London road danger reduction campaigns including bus advertising.
- xii. Road testing of new City Corporation vehicles, including new electric vehicles for the City's schools.