

SOUTH YORKSHIRE SAFER ROADS PARTNERSHIP

MAKING SOUTH YORKSHIRE ROADS SAFER:
A SAFER ROADS PARTNERSHIP STRATEGY
2017-2026



MAKING SOUTH YORKSHIRE
ROADS SAFER

southyorkshire
local transport partnership

CONTENTS

FOREWORD 4

SOUTH YORKSHIRE SAFER ROADS PARTNERSHIP 6

SAFER ROADS PARTNERSHIP AIMS 7

TARGETS 10

OBJECTIVES 11

EDUCATION TRAINING AND PUBLICITY 12

ENGINEERING 13

ENFORCEMENT 14

MEASURING OUR PROGRESS 15

DELIVERY PLAN 16

GLOSSARY 17

FOREWORD

I am pleased to present this new strategy which looks at how we can continue to reduce the unacceptable toll of death and injury on the roads of South Yorkshire.

The South Yorkshire Safer Roads Partnership (SRP) works tirelessly to co-ordinate and deliver interventions to reduce casualties. However, our job is ongoing to as a result of the changing demographics of our area, with an aging population and new drivers and riders constantly taking to the roads.

Our ultimate goal is that no one is killed on the roads of South Yorkshire in a road traffic collision (RTC). To support this we will work towards the “Safe System” approach, which provides a more forgiving road system that is designed to protect people from death and serious injury. To do this we need to improve the safety of all parts of the system - roads and roadsides, speeds, vehicles, and road use - so that if one part fails, other parts will still protect the people involved.

Over the last 10 years (2006-2015) killed and seriously injured (KSI) casualties have continued to show a downward trend in South Yorkshire – with 626 KSI casualties in 2006, down to 401 KSI casualties in 2015 – a reduction of some 36%. Within this are fluctuations year on year which are monitored and steps are taken to address emerging trends or significant changes in any particular group.

These casualty reductions are welcome news, but we cannot afford to be complacent. The rate at which casualties are reducing is slowing down and, coupled with declining resources, we need to make sure that we are delivering as effectively as possible to our target audience; reaching the right people, with the right message or intervention, at the right time. More in depth and sophisticated analysis of the casualty data, coupled with a more robust evaluation process will help us to do this.

We shall continue to use the 3 E's of Education, Engineering and Enforcement in a bid to further drive down the number of casualties on South Yorkshire roads. As a result of our commitment to delivering this strategy the public of South Yorkshire can expect to see:-

- an extensive programme of community engagement and publicity activity, particularly focused on the main casualty groups including young people aged 17-24 years, in a bid to achieve a shift in attitudes and behaviour towards safer roads use;
- a programme of safer roads engineering schemes and local safety schemes of approximately £1.6m per year; and
- more police and camera enforcement of road traffic laws in a bid to tackle poor driver behaviour which can negatively impact on road safety.

Our targets will see KSI casualties reducing by 15% and all casualties reducing by 20% by 2020.

There are some major challenges ahead in road safety which we will have to adapt and respond to in future years; increasing traffic levels and associated impacts on the environment and our health, advances in driver assistance systems and automated vehicle technology and potential policy changes at a national and European level. All this will need to be managed against a backdrop of reducing public sector funding and the resulting impacts this will have on building, operating and maintaining our road network. This document sets out our overarching approach to providing an intelligence-led casualty reduction service over the next 10 years. More details about specific activity is contained within our SRP action plans and operational plans. An annual plan will summarise our progress and set out our priorities for the coming year.

I hope that all our partners and stakeholders, working together with our communities, businesses and individual members of the public will join together to help deliver improvements in road safety. By adopting positive attitudes and behaviours and sharing the responsibility for road safety outcomes we can make a big difference and prevent the needless pain, grief and suffering associated with each and every RTC.



Chief Superintendent Rob Odell
Chair of the Safer Roads Partnership

SOUTH YORKSHIRE SAFER ROADS PARTNERSHIP

The South Yorkshire SRP was formed in October 2009 and now comprises the following organisations:-

- South Yorkshire Police (SYP) (including South Yorkshire Safety Cameras (SYSC))
- South Yorkshire Fire and Rescue Service (SYFR)
- Barnsley Metropolitan Borough Council (BMBC) (including public health)
- Doncaster Metropolitan Borough Council (DMBC) (including public health)
- Rotherham Metropolitan Borough Council (RMBC) (including public health)
- Sheffield City Council (SCC)(including public health)
- Peak District National Park Authority (PDNPA)
- South Yorkshire Passenger Transport Executive (SYLTE)
- Highways England
- University of Sheffield

The multi-agency nature of the partnership means that our approach to improving road safety can be multi-faceted across the 3 Es of Education, Engineering and Enforcement. At the same time we also recognise that our strategy can contribute towards other goals which our partners are signed up to, such as supporting economic growth, reducing emissions, enhancing social inclusion, promoting healthy activity and encouraging use of more sustainable travel modes. The SRP is governed by a Board, acting at a “Gold Command” level to oversee and offer advice on the strategic direction, delivery and evaluation of activity. Other commissioning (Silver) and delivery (Bronze) groups sit beneath this and report up to the Board.

A central team of SRP staff, funded directly by the partnership, is available to supplement and add value to the work of the local authority road safety teams and deliver countywide activity in line with data-led priorities.

The SRP Strategy aligns with other strategy and policies at a national, regional and sub-regional level, such as the Road Safety Statement from the Department for Transport (DfT) issued in December 2015, the Sheffield City Region (SCR) Transport Strategy 2011-2026 and the South Yorkshire Local Transport Plan (LTP) Implementation Plan. The SRP aims and objectives can contribute towards the delivery of wider aims of such strategies such as enhancing social inclusion and health, reducing emissions and supporting economic growth.

SAFER ROADS PARTNERSHIP AIMS

The aim of the SRP remains to reduce the number of people who are killed and injured in RTCs and to make South Yorkshire roads safer. However, whilst maintaining a targeted methodology to prioritising activity, we recognise that to maintain the progress we have made we need to reduce danger and adapt our approaches. Therefore this plan seeks to broaden the remit of our work to include other agendas like sustainable travel, health and environmental issues.

Our priorities are identified via an evidence led approach, using pro-active analysis of the data to highlight who is being involved in collisions, where the incidents occurred and under what circumstances. By considering where those involved in collisions live we can also target specific geographic areas across South Yorkshire where it would be most cost effective to target activity. We call this our “worst first” approach.

A series of “heat maps” have been produced to highlight which age groups are injured the most within each road user category. These show that:-

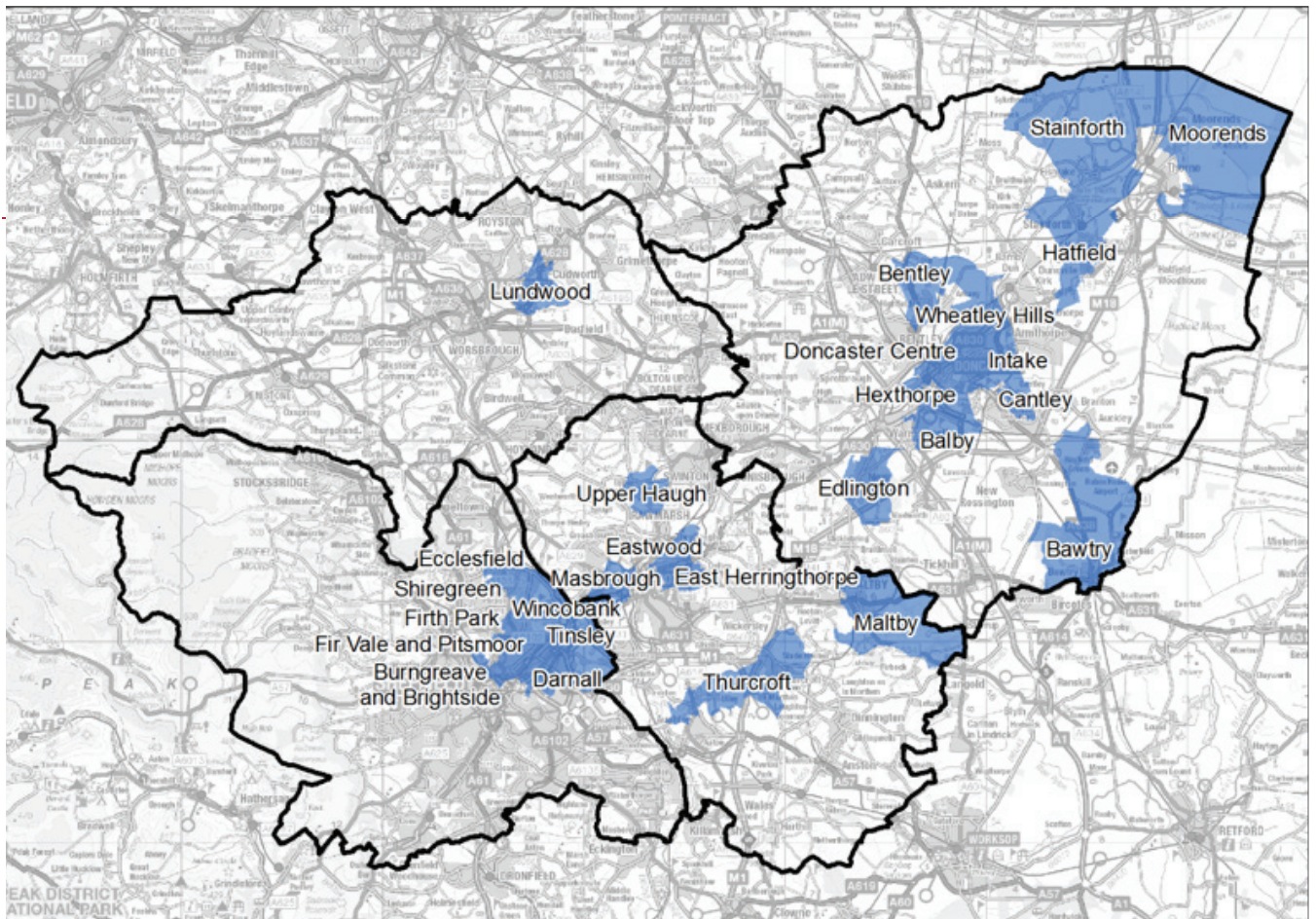
- Pedestrian casualties show the biggest peak from ages 11-16 with a smaller peak at 17-25 years;
- Pedal cycle casualties show the biggest peak from ages 10-16 with a smaller peak through the 40s;
- Powered two wheeler users show the biggest peak from 16-18 years with a smaller peak 19-25 and then a spike in the mid 30s;
- Car drivers show the biggest peak from 18-25 years;
- All drivers show the biggest peak from 18-26 years with a smaller peak in the mid to late 30s and mid to late 40s.

In addition, we undertake geographical analysis both of where collisions occur and where those involved reside. This highlights that people living in deprived areas of the county are more likely to be injured on our roads. Analysis of all South Yorkshire casualty data would suggest that 25.4% of casualties reside in the top 10% most deprived areas, with only 3.3% of casualties living in the top 10% least deprived areas. People in poorer communities suffer a greater burden of road traffic injuries than those in more affluent areas. By prioritising our delivery in the areas with the highest casualty rates, our work also contributes towards reducing these health inequalities.

Below is an example of some ongoing work using two other available data sets:-

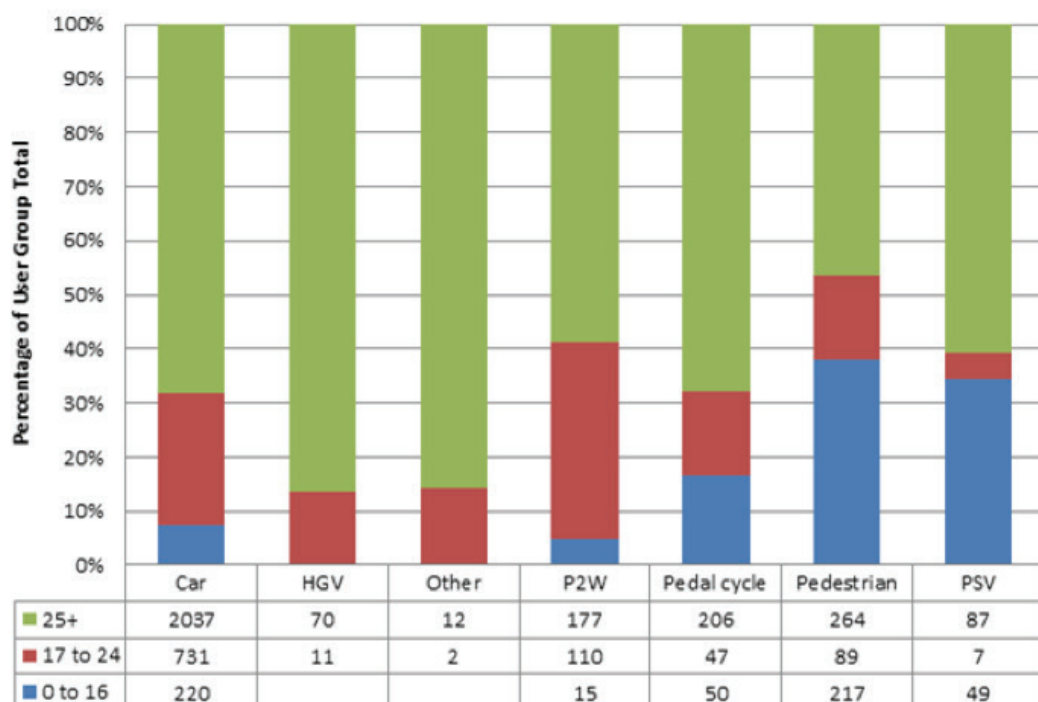
- a) Home postcode of casualties/drivers (2015 data)
- b) Population (ONS mid population 2014)

These combined data allow us to analyse where the highest risk rates are within the County by Middle Super Output Area (MSOA). The map below shows these data combined and highlights the main areas of concern within each local authority. (NB Location names have been derived by using the mapping as a guide and are purely the thoughts of the analyst).



The graph below shows casualties in 2015 by road user type and the percentage of casualties in each user group in the 3 key age groups; 0-16, 17-24 and 25+ years. This information has helped to shape our new priorities as set out later in this document.

User Groups split by Age in 2015



Fortunately, trends over the last 10 years (2006-2015) have seen child (0-16 years) KSI casualties falling by around 46%. Consequently, each local authority area now experiences very small numbers of child casualties each year. This can make targeting of activity quite difficult. However, we continue to deliver activity in schools and provide interventions for this age group but the potential for significant further casualty reduction in this category is limited.

Casualties in the 17-24 year age bracket have also performed well, with numbers reducing. Young people in this age category still make up over 20% of the total casualties in South Yorkshire and are over represented in the casualty statistics when compared to their make up in the overall population. Continued targeting in this group will therefore have a greater effect on the overall casualty numbers.

Based on the casualty data, we are moving away from prioritisation based on the different types of road user to an approach for road safety education, training and publicity (ETP) activity based on the age group of the casualty. Hence our priorities are:-

- 0-16 years
- 17-24 years
- 25 years +

Within each of these categories there will be certain types of road user categories which are prioritised. For instance, the data shows peaks in casualties aged 17-24 in the car user, powered two wheeler rider and pedestrian categories. In the 25 years + category we shall focus on people who are driving for work and consider a “danger reduction” approach for older road users aged 65 years+, undertaking activity in a bid to prevent these road users from becoming casualties. Our danger reduction activity will blend with our casualty reduction approach and be proportionate to the scale of the problem as highlighted by the casualty data.

Casualties have reduced in all road user categories, but the reduction in some groups, like cycling, has been much slower than the overall reductions seen. There is evidence that the number of cyclists on South Yorkshire roads is rising and we have set challenging targets to increase the amount of cycling in the county. We want this to happen without seeing a further increase in the number of cyclists being injured in RTCs. Therefore we will step up our efforts to address the main causes of collisions which result in injuries to cyclists and look at new and innovative ways in which we can help cyclists to stay safer on the roads.

The analysis of data, to identify types and ages of casualties and the spatial distribution of where these casualties reside, is used to drive the development and delivery of a comprehensive ETP programme, targeted at those people and in those areas where it will have the most impact. This data led, worst-first approach is articulated in more detail in the SRP's ETP Action Plan.

Improving road safety itself contributes to economic growth by reducing the number of collisions and their associated costs, for example, health care costs, congestion and delay caused by collisions damage to property and vehicles and lost economic output from deaths and injuries. The DfT estimates that the total worth of preventing RTCs in 2014 was £16.3bn, with the cost per casualty (including the wider impacts caused by the pain, grief and suffering) being £1.8m for a fatality, £206,000 for serious injuries and £16,000 for a slight injury. Applying these costs to the casualty statistics for South Yorkshire in 2015, results in a total figure of some £225m.

In addition the take up of more active forms of transport such as walking and cycling (which is affected by people's perception of the safety of these modes) can increase physical activity with the resultant benefits for an individual's health and reduced reliance on the health care system.

TARGETS

In 2010 South Yorkshire had a very low number of casualties, as compared with totals from the previous 10 year period, this mirrored the National picture. Since then this fall in casualties has continued, albeit at a slightly slower rate, to a point where in 2015 there were 4,401 casualties recorded, this being some 11% lower than the total in 2010. Bearing this in mind, we are currently well on track to meet our original “indicator of change” by 2020.

However, we believe that without further national interventions it is unlikely that we shall see significant further reductions in KSI casualties. The Government decided not to progress plans to explore the potential for introducing a Graduated Driving Licence scheme for new drivers, which would have placed restrictions and additional training requirements on young drivers. Experience from other countries has shown this to be beneficial in road safety and casualty reduction terms.

Given our progress towards meeting the indicators set in the previous SRP Strategy, our targets for the short term (to 2020) will be based on previous data trends for the last 10 years but will be slightly more stretching than the lowest encountered in that period and be given more prominence than the existing indicators. The median trend in reduction for both categories was chosen from a range of 1.2% to 6% for KSI and 2.5% and 6% for all casualties

However, in 2016 new recording processes adopted by SYP have led to a larger than expected increase in casualties categorised as “serious”, final totals are 50% more than originally expected for this period. Therefore our target setting has been tempered by this, the intention being to use this single year KSI total as a baseline.

The SRP will be held to account for its activity in meeting the targets and the partners will be tasked and accountable for their share of the activity. Better co-ordination and cross partner working will increase efficiencies and ensure ownership of the targets across all agencies.

- By 2020 our target is to reduce the number of KSI casualties by 3% per year, based on the 2016 base figure.
- By 2020 our target is to reduce ALL casualties by 4% per year to no more than 3,601 per annum, based on the 2010-2014 5-year average.

In the medium term, we have extrapolated these figures to 2025 to give the following targets to align with the longer term plan set out in the SCR Transport Strategy.

- A further 14% reduction in KSI casualties by 2025, based on the 2016 base figure.
- A further 18% reduction in the number of casualties in ALL categories by 2025, based on the 2010/14 5-year average, to no more than 2,936 casualties per annum.

Sitting beneath these overarching targets are a number of indicators to measure our progress more specifically against our priorities:-

- A reduction in the number of KSI casualties aged 0-16 years;
- A reduction in the number of KSI 17-24 year old car users;
- A reduction in the number of KSI casualties aged 25-59 years;
- A reduction in the number of KSI casualties aged 60+ years;
- A reduction in the number of KSI 16-24 year old P2W riders;
- A reduction in the number of pedal cycle riders who are injured;
- A reduction in the number of pedestrians who are injured.

For comparison purposes at a national level, we will use a rate based target to measure our casualties against population and vehicle kilometres travelled. The two denominators will be at a local authority level to enable comparisons to be made with similar authorities around Great Britain.

NB. The denominators will be based on the latest data available from the DfT, so in 2016 will be figures for 2015 and will be available on release of the Stats19 data from DfT in September 2016.

OBJECTIVES

We shall use a blended approach to addressing casualty reduction under the 3 Es of Education, Engineering and Enforcement. Each of these approaches will receive equal focus as part of our delivery.

We shall use a data led approach to target our resources where they are most needed and will have maximum benefit. We shall mine other sources of data available via our partners and other agencies, building on the work to analyse hospital episode statistics (HES) data providing supplementary information about casualties who have presented at hospital following a RTC. By learning more about who and why people are involved in collisions we can refine our approach to reducing road traffic collisions and casualties.

We shall strive to deliver cost effective solutions and continuous improvement in the delivery of road safety activity. A formal evaluation programme will help to inform the development of future road safety delivery.

We shall take account of best practice as well as breaking new ground to develop original and engaging interventions which will influence attitudes and change behaviour in relation to safer use of our roads, thus helping to bring about a reduction in the number of casualties on South Yorkshire roads.

We shall strive to become an innovative and high performing partnership and will be keen to share our successes with others.

In doing this we shall work together with our colleagues across a range of disciplines (such as public health, air quality and climate change, sustainable travel, etc) ensuring a team effort to address the needs of communities in South Yorkshire. This joined up approach will result in better interaction between agencies and enable us to react more effectively to emerging issues and opportunities, for instance sharing data, signposting and referring users to existing schemes, bidding for funding, supporting complementary programmes of work.

We shall consider the wider implications of this strategy and how it can link to and contribute towards other policy agendas. Fear of injury currently deters many people from making healthy and sustainable travel choices. Reducing the fear of being injured by reducing both the perception of risk and the incidence of injury especially amongst vulnerable road users, will help reduce pollution, improve reliability of journeys; reduce delay, and support increasing levels of active travel. This can lead to improvements in health and a sense of well-being.

As part of the “safe systems” approach, everyone shares responsibility for the safe operation of the network. Policy makers, planners, engineers, vehicle manufacturers, fleet managers, enforcement officers, road safety educators, health agencies and the media are accountable for the system’s safety; while every road user, whether they drive, cycle or walk, is responsible for complying with the system’s rules.

The adoption of a safe systems approach helps to link road safety to other local and national policy objectives and also aligns road safety management with broader ethical, social, economic and environmental goals. By creating partnerships where government or transport agencies work closely with other groups, safe systems tackles other problems associated with road traffic, such as congestion, noise, air pollution and lack of physical exercise.

EDUCATION, TRAINING AND PUBLICITY (ETP)

Changing attitudes and influencing behaviour through a comprehensive programme of measures to engage with members of the public. Working more closely together across the partner agencies, to improve efficiencies and effectiveness, a co-ordinated delivery approach will enable us to:

- Offer a comprehensive programme of standardised education initiatives for children at all year groups in schools across South Yorkshire based on a “worst first” delivery and linking, where possible, with complementary activities encouraging more sustainable and healthy forms of travel;
- Provide practical training to enhance the skills and influence the attitudes of vulnerable road users such as pedestrians, cyclists and powered two wheelers as well as young drivers who are over represented in the casualty statistics;
- Offer bespoke courses for businesses who have staff who drive for work to reduce on-road risk and collisions;
- In line with the Predictive Analysis Project (PAP), which highlighted that people with a criminal record were more likely to be perpetrators of fatal RTC, to offer bespoke road safety interventions for young offenders and those young people at risk of becoming involved in criminal activity;
- Effectively communicate and engage with our target audiences via the most appropriate channels, making best use of social media and digital platforms to engage with the target audiences who are most familiar with these channels;
- Run road safety campaigns focussing on priority issues and targeting key road user groups, delivering engagement in the format that people want it.



ENGINEERING

Enhancing safety for road users via the design and maintenance of roads using a “worst first” approach to prioritising schemes based on casualty reduction potential. As part of our efforts to encourage partners to adopt a “Safe System” approach to ensure the transport system is designed, as far as possible, to protect people from death and serious injury we will:

- Identify, implement and evaluate an annual programme of Local Safety Schemes (LSS) as funding allows;
- Establish a central repository to store data related to the effectiveness of LSS;
- Implement road safety engineering schemes like traffic calming to slow traffic as this is shown to have an impact on speed and hence the number and severity of collisions;
- Ensure the design and maintenance of the road network seeks to improve road safety outcomes;
- Undertake road safety audit of highway improvement schemes, in line with the South Yorkshire standard approach, to identify road safety problems and suggest measures to eliminate or minimise any concerns;
- Provide facilities for vulnerable road users such as pedestrians and cyclists;
- Work in line with the South Yorkshire common approach to setting speed limits;
- Continue to roll out 20mph limits and zones in residential areas and outside schools. These targeted danger reduction schemes also aim to improve quality of life and encourage more people to walk or cycle in a bid to improve health and protect the environment. Evaluation of new schemes will enable us to provide support for such measures in the future;
- Keep a watching brief on emerging vehicle technologies globally and nationally and considering the implications for future activity under the 3 Es.



ENFORCEMENT

Enforcing road traffic legislation, focusing efforts on priority routes and areas and targeting those at most risk of causing harm to themselves and others. Supporting the Police and South Yorkshire Safety Cameras (SYSC) in their enforcement role we plan to:-

- Introduce a formalised Memorandum of Agreement between SYSC and the local authorities in relation to roles and responsibilities of each partner and financial contributions to be made by the local authorities;
- In line with the Safety Cameras Operational Plan, undertake camera enforcement, including red light and speed contraventions, using fixed and mobile devices;
- Undertake an annual review of potential new and existing camera locations to ensure that a “worst first” approach to site selection continues to be employed;
- Undertake more in-depth analysis of data relating to those who are caught using camera enforcement to inform ETP activity in a bid to bring about behaviour change;
- Increase enforcement around the “fatal four”, in particular drink and drug driving, mobile phone use whilst driving and not wearing a seat belt as part of Operation Illuminate;
- Consider best practice from elsewhere and implement new initiatives where the research shows this will have a beneficial impact on our Policing objectives e.g. the introduction of a Community Speed Watch programme to be implemented via the local policing teams in conjunction with their communities.



MEASURING OUR PROGRESS

We strive for continual improvement. To ensure that our activity is fit for purpose and is cost effectively delivering against our objectives, we will implement a comprehensive evaluation programme.



- Complete an annual analysis of the effectiveness of fixed, mobile and average speed camera sites across South Yorkshire with this data being published on the SYSC website;
- Complete an annual analysis of the effectiveness of local safety schemes determined using a value for money assessment, with this data being held in the SRP central repository;
- Submit regular casualty reports to the SRP to identify trends in collision types and causations, highlighting those road users who may be over represented as casualties to inform the future development and delivery of road safety activity and schemes;
- Use best practice from South Yorkshire and elsewhere to enhance existing interventions and inform the development and delivery of future activity;
- Share and promote our successes to enhance the reputation of the SRP as a leader in road safety delivery and casualty reduction;
- Develop a robust evaluation programme for all road safety ETP activity to ensure that road safety objectives are being effectively delivered;
- Establish a new data group to make best use of available data sets (including hospital episode statistics), identifying missing data which would be useful to inform our delivery approach and commissioning new research to obtain further insights which could influence our activity e.g. learning more about people's perception of road safety and how this affects their travel habits.

Progress against all our objectives is reported in the SRP Annual Plan.

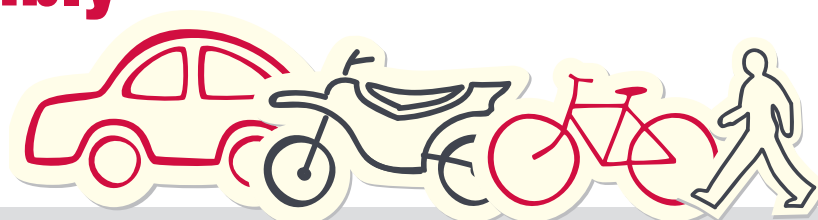
DELIVERY PLAN

The details of how we are to meet our targets and objectives will be set out in individual action plans which sit underneath this Strategy, for example the ETP Action Plan, the SRP Communications Strategy and the SYSC Operational Plan. These delivery plans set out the tasks to be undertaken and the initiatives to be implemented to achieve our desired outcomes. The plans will be approved and monitored by the SRP Tactical Group. Regular reviews of these documents will be undertaken and updates issued where required.

In overseeing these plans the Tactical Group will also have regard to how the road safety outputs and outcomes will contribute towards the delivery of other agendas such as sustainable travel, health, air quality and the environment. Working with colleagues who specialise in these areas of work we aim to co-ordinate and add value to our respective activities.

Let's share the road safely and responsibly

MAKING SOUTH YORKSHIRE
ROADS SAFER



GLOSSARY

BMBC	Barnsley Metropolitan Borough Council
CA	Combined Authority (for Barnsley, Doncaster, Rotherham and Sheffield)
DfT	Department for Transport
DMBC	Doncaster Metropolitan Borough Council
ETP	Education, Training and Publicity
HES	Hospital Episode Statistics
KSI	Killed and Seriously Injured
LTP	Local Transport Partnership
MSOA	Middle Super Output Area
PAP	Predictive Analysis Project
RMBC	Rotherham Metropolitan Borough Council
RTC	Road Traffic Collision
SCC	Sheffield City Council
SCR	Sheffield City Region
SRP	Safer Roads Partnership
SYFR	South Yorkshire Fire and Rescue
SYP	South Yorkshire Police
SYLTE	South Yorkshire Passenger Transport Executive
SYSC	South Yorkshire Safety Cameras
3 Es	Education, Engineering, Enforcement
PDNPA	Peak District National Park Authority
ONS	Office of National Statistics
LSS	Local Safety Scheme

