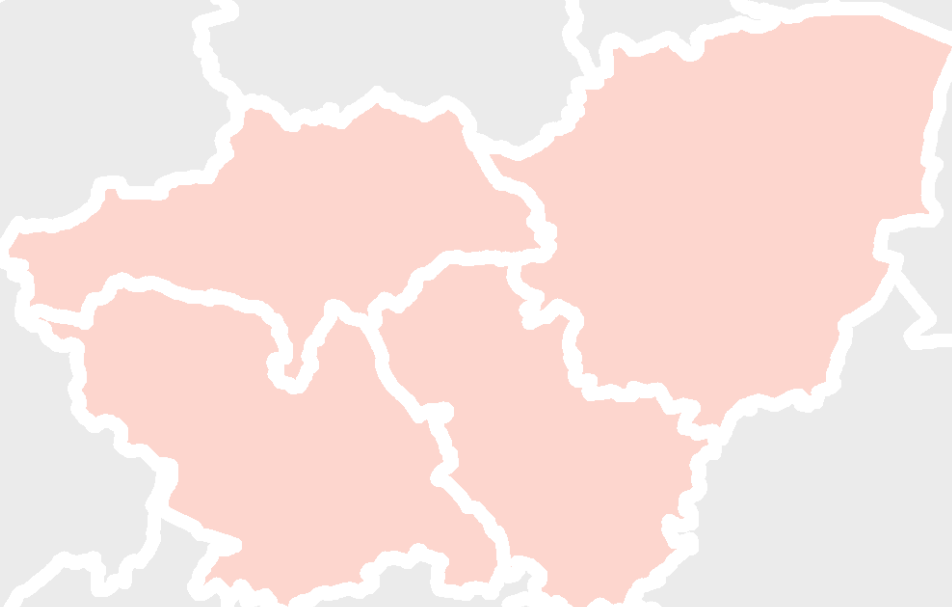


South Yorkshire Safer Roads Partnership

2019 Annual Report



MAKING SOUTH YORKSHIRE ROADS SAFER

SAFER ROADS ANNUAL REPORT 2019

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PUBLISHED November 2020

Executive Summary

This report looks to describe and highlight the achievements of the South Yorkshire Safer Roads Partnership (SRP) in the calendar year 2019. It gives detailed information on what has been undertaken in terms of Education, Engineering and Enforcement (the 3 E's). It provides a commentary on the performance against the targets for casualty numbers that were set out in the Making Roads Safer Strategy, as a way forward for the period 2017-25. This aligns with the current wider objectives and priorities set out in the 2018-40 Sheffield City Region (SCR) Transport Strategy.

The following is a summary of the 3E's and the Casualty Data contained in this document to provide an initial overview of the bigger SRP picture:

Education

- Refined our priority audience (targeting those aged 10-30 years) in response to reduced funding as a result of the new financing arrangements which came into effect in April 2019;
- Further enhanced our media capability and introduced new channels and platforms to extend the reach of our message;
- Reinstated regular communications with South Yorkshire Police, especially in relation to joint campaigns activity to promote a co-ordinated road safety message alongside enforcement activity;
- Appointed a new Young Driver Co-ordinator to develop a joined up package of interventions targeting pre drivers, Learner drivers and novice drivers to offer continued learning opportunities.

Engineering

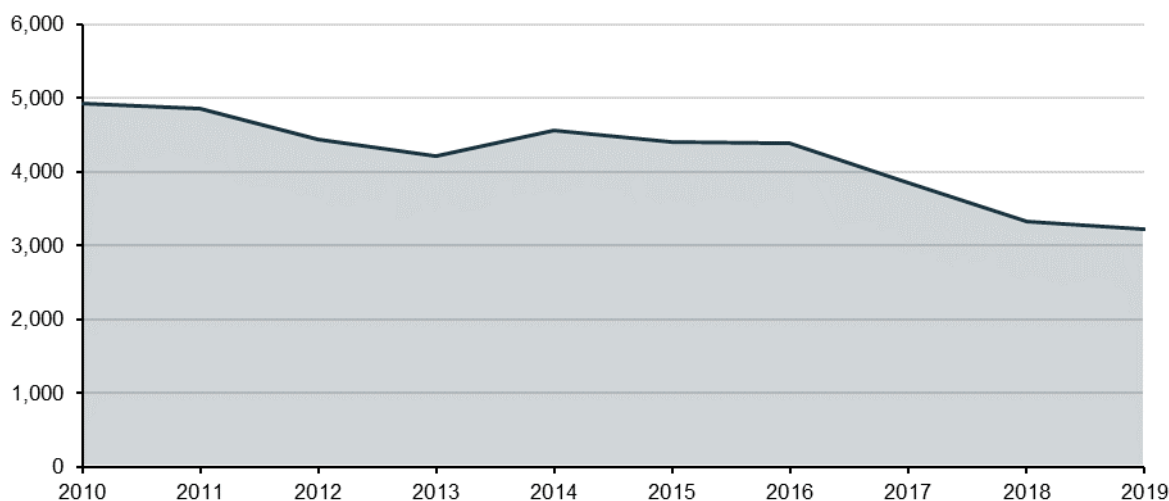
- Continued to introduce a wide range of small scheme interventions to address local casualty problems / issues
- Commenced the design and construction of the DfT Road Safety Pathfinder scheme on the A628 in Barnsley

Enforcement

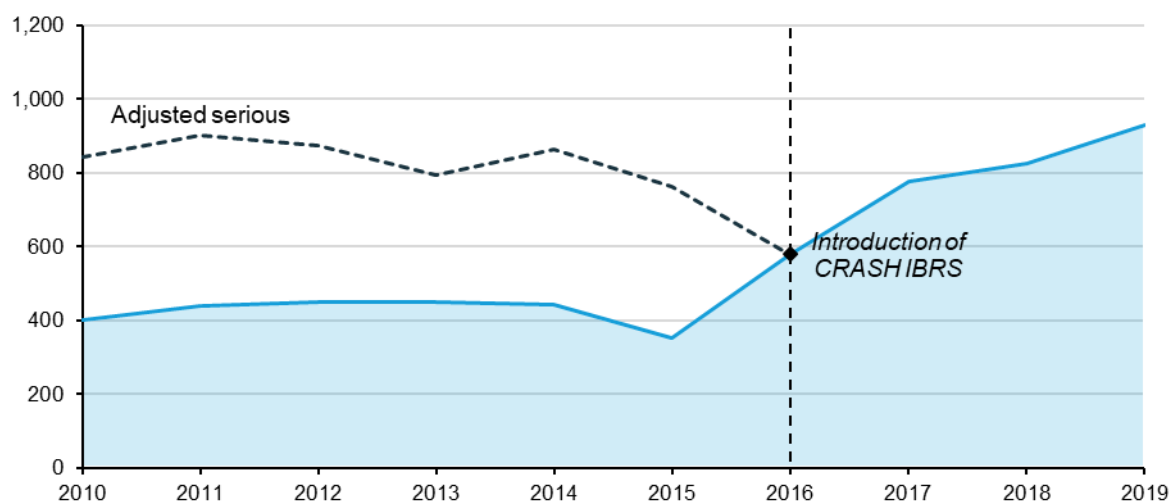
- Continued Trial Enforcement of Red X on the M1.
- Increased the number of Community Concern sites.
- Increased the number of speed surveys carried out to evaluate Community concerns.
- Undertook to introduce Special Constabulary involvement in speed enforcement.

Casualty Data Summary

- In 2019, the data tell us that overall, the number of people injured on roads in South Yorkshire is still declining as can be seen in the graph below



- However, the proportion of those that are seriously injured continues to increase producing a fourth year on year growth in the number of casualties classed as serious. This can be seen in the graph below, which also shows an adjusted serious data set, produced by ONS for the DfT, indicating what could have been the scenario prior to CRASH had an injury based recording system (IBRS) had been used from 2010.



- Due to this massive increase in the recording of serious casualties experienced since 2016, only four of the nine targets and indicators set in the revised strategy have been met.
- This is a very disappointing scenario and one which we will continue to try and address in the future by employing as many of the educative interventions, engineering solutions and enforcement actions, highlighted in the section “the way forward”, as possible.

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

- 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)
- South Yorkshire Fire and Rescue Service (SYFR)
- South Yorkshire Police (SYP) (including South Yorkshire Safety Cameras (SYSC))
- Peak District National Park Authority (PDNPA)
- South Yorkshire Passenger Transport Executive (SYPTTE)
- 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 E's 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 refreshed Road Safety Statement from the Department for Transport (DfT) issued in 2019, the Sheffield City Region (SCR) Transport Strategy 2011-2026, which is supported by four Implementation Plans. The SRP aims and objectives can contribute towards the delivery of wider aims of these 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 road traffic collisions (RTC) 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 to date we need to reduce danger and adapt our approaches.

Therefore, our plan continues to look to broaden the remit of our work to include other agendas like sustainable travel, health and environmental issues. 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 and burden on the health care system.

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 reside, we can also target specific geographic areas across South Yorkshire where it would be most cost effective to focus activity. We call this our "worst first" approach.

Based on the casualty data, we have moved 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 (P2W) 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.

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 2019 was £12b.3n, with the cost per casualty (including the wider impacts caused by the pain, grief and suffering) being £2.029m for a fatality, £228,029 for serious injuries and £17,579 for a slight injury. Applying these costs to the casualty statistics for South Yorkshire in 2019, results in a total figure of some £349m.

Targets

Since 2010 the total number of casualties in South Yorkshire has seen reductions year on year, however, we believe that without further national interventions it is unlikely that we shall see significant further reductions in killed and seriously injured (KSI) casualties.

Given our progress towards meeting the indicators set in the previous SRP Strategy, our targets for the short term (to 2020) were to be based on previous data trends for the last 10 years but were to 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 the new recording processes adopted by SYP have led to a continued increase in casualties categorised as “serious”, final totals in 2019 being circa 60% higher than the original baseline figure adopted. At the outset it was felt prudent, when setting a revised target for KSI casualties, to base it on the 2016 rather than the average for the period 2010 to 2014. However, the number of serious casualties has continued to rise from the 2016 base driven, in part, by recording issues with the CRASH system., Therefore, during the 2019 calendar year the SRP Board agreed to discontinue the KSI target altogether and just use the indicators as a picture of how the numbers change each year.

- ***By 2020 our target is to reduce the number of KSI casualties by 3% per year, based on the 2016 base figure. (This target has now been discontinued)***
- ***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. (This target will be reviewed on completion of the 2020 stats)***
- ***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.

2019 Achievements

Education, Training and Publicity – Progress Update 2019

The SRP funded team has continued to deliver a wide range of ETP activity, working side by side with the local authority road safety teams to target key audiences, in a bid to change attitudes and encourage safer road use. We have delivered a comprehensive programme of education initiatives in schools, provided and promoted practical training opportunities and conveyed our key messages via advertising, campaigns, the use of social media and digital platforms and via attendance at events. Of particular note in 2019 we have:

- launched our new community engagement vehicle, funded from Highways England, which provides more opportunities to display more digital content at events to enhance our messages to the public. The vehicle attended a number of public events held in conjunction with Highways England and South Yorkshire Police, as well as being showcased at the Highways England RCC Open Day in June
- as part of the new funding arrangements, introduced from April 2019, further refined our target audience and adapted our delivery approach to focus on 10-16 year old children, young people aged 17-24 years of age and 25-30 year old drivers and riders
- welcomed a new Media Officer to the team who has helped us to spread our messages via various new channels and platforms, for example by introducing an Instagram account and securing a monthly column by the Safer Roads Manager in a local newspaper
- appointed a new Young Driver Co-ordinator to research and develop a new Young Driver Safety package offering continued learning opportunities to pre, learner and novice drivers
- piloted the delivery of a new pre driver classroom session to demonstrate that driving is a complex task and introducing the concept of hazard perception for drivers
- continued to deliver cycle safety activity through the spring and summer and the Be Bright Be Seen (BBBS) campaign during autumn and winter using funding secured from the Sustainable Travel Access Fund
- continued to deliver the Safer Rider project with funding from the SYFR Safer Stronger Communities Reserve (SSCR), offering free CBT Plus training for young riders in South Yorkshire as part of a summer offer
- producing new safety films for young riders, including a 360° experience film for use on VR headsets as a legacy to the Safer Rider project funded by the SSCR programme
- joined the National Young Rider Forum and contributed towards a piece of research looking at how best to engage with young riders and encourage the take up of further skills training
- attended the annual Easter Egg Run in support of Sheffield Children's Hospital engaging with approximately 300 motorcycle riders who were taking part
- continued to offer our Safer Driving at Work sessions for businesses, delivering to companies such as Naylor's Construction, Arriva buses, First Group, Network Rail, Volker Rail, Vital Rail and St Leger Homes.
- engaged with 500 members of the public on a range of road safety issues as part of the highly successful Lifewise Open Day in August, organised by the Joint Community Safety Department
- run road safety campaigns in support of the National Police Chiefs' Council calendar of enforcement operations including the Christmas Don't Drink and Drive campaign as well as an innovative "Smombies" mobile phone campaign aimed at pedestrians
- started monthly meetings with South Yorkshire police and South Yorkshire Safety Cameras to discuss joint activity around road safety marketing and communications
- offered 1:1 interventions, looking at the consequences of actions, for young people referred from youth justice services as a result of driving/riding offences.

Engineering

Safer Roads capital engineering works in South Yorkshire are primarily funded through the Integrated Transport Block allocation (ITB). This is a single capital settlement, for use by the four South Yorkshire local authorities and SYPTE, provided annually by DfT. It is used to deal with smaller scale local transport requirements that would not qualify for the larger funding streams.

Also, in June 2018 BMBC secured some additional £1.4m funding through the Road Safety Pathfinder Scheme, this was awarded from an allocation set aside from the Governments 2016 Autumn statement to target 50 of the most dangerous 'A' roads, where the risk of KSI collisions was shown to be the highest.

Following the confirmation of the funding award which came through in 2019, progress has continued with the numerous individual interventions that made up the overall scheme.

Below gives a brief overview of what has been completed during 2019;

- Before speed/volume data has been gained at 10 locations throughout the 1.6km length;
- Land purchase negotiations have taken place and fees/costs have been agreed in principle for the junction improvements at Fulshaw Cross;
- Forward visibility and passive safety have both been improved with the removal of identified self-set trees and hedgerows along the route, these removals have been offset by providing new planting within the local area;
- Initial consultations have been undertaken with the Local Councillors to gauge their feelings and support over the proposed traffic regulation orders;
- Initial designs have been completed for new traffic signage, road markings, new pedestrian islands, footway widening etc

The South Yorkshire ITB settlement for 2019/20 was £8.428m, in addition to Safer Roads this is also used to support local issues for accessibility, active travel, air quality, network management and public transport.

DfT do not impose any restrictions on its use other than that it has to be capital investment. To maximise the benefits of the fund it is managed as a single entity by the LTP Central Team with each constituent partner submitting draft programmes ahead of each financial year. The Central Team assess the draft programmes for eligibility, strategic fit, deliverability, alignment with other funding, risk and value for money. Each partner determines how they wish to incorporate the local transport investment themes, including Safer Roads, within their programmes.

When programmes are agreed each component scheme is categorised into one of these transport themes based on its primary objective. Where a scheme's main purpose is Safer Roads the value of the allocation is identified as a direct investment. Schemes usually have multiple benefits and so they are also assessed for secondary objectives and a proportion of the allocation identified as contributing to these.

The capital engineering investments are also supported by a programme of revenue activities funded through the Sustainable Transport Access Fund (STAF). While this programme does not provide the capital engineering works it does complement and enhance those delivered through the ITB.

The table below outlines the value of ITB and STAF direct and secondary benefit investment in Safer Roads for financial year 2019/20:

2019/20 Centrally Funded Safer Roads Investment

| 2019/20 | Value of Direct Safer Roads Spend | Value of Secondary Safer Roads Spend | Total Value of spend |
|---------------|-----------------------------------|--------------------------------------|----------------------|
| ITB Capital | £1,248,676.63 | £403,022.52 | £1,651,699.15 |
| STAF | £30,144.73 | - | £30,144.73 |
| TOTALS | £1,278,821.36 | £403,022.52 | £1,681,843.88 |

There are further Safer Roads benefits derived from the central funds in addition to those quantified above but the categorisation process is limited to two levels so these are not monetised. An example of the type of scheme would be an accessibility project which has secondary air quality benefits; within the project scope is an improved crossing facility and so this also produces Safer Roads benefits.

The values above relate only to centrally managed funds and do not include any Safer Roads benefits that have been derived through other sources, e.g. Major scheme investments, SCR's Local Growth Fund (LGF) or partners' own capital programme investments.

The package of these smaller scale investments contains a diverse range of interventions. The programme plan for 2019/20 included, but is not limited to, the following activities:

- Collision analysis, including route and hotspot studies
- Improved lining, signing and lighting
- Speed Indicator Devices (SIDs) and Vehicle Actuated Signs (VAS)
- School safety zones and reduced speed limits outside schools
- New footways and footway improvements
- Crossing improvements
- New crossing installations
- Communities – Boroughwide minor investments
- 20mph speed limit development and installation
- Cycle infrastructure improvements
- Small scale interventions for improved accessibility
- Taxi rank improvements
- HGV routing strategy and weight restrictions
- Feasibility for future Safer Roads schemes
- Priority measures where Supertram tracks are on the highway network

The current settlement period for local transport expires at the end of the 2020/21 financial year and currently there is no confirmation of DfT's plans beyond this date.

The outcome of this is that the future of local transport funding is very uncertain. The type of Safer Roads schemes referenced in this paper would not be eligible for the other funding streams which are known beyond this year so without an equivalent source being advised there is a risk that authorities will have very limited resources to continue this work.

A significant area of activity for local transport during 2019/20 was the bid submission to DfT and subsequent award of £166m from the Transforming Cities Fund programme. This is centred around public transport and active travel but improved safety is a consistent thread throughout the objectives of, and projects within the programme.

Enforcement

Enforcement of road traffic legislation is conducted via the deployment of safety cameras (both fixed and mobile), through pro-active enforcement operations in line with the National Roads Policing Calendar and as part of day-to-day policing duties. Through interrogation of the available data, it is possible to focus efforts on priority routes and areas targeting those at most risk of causing harm to themselves and others.

Of note in 2019, we have:

- In line with the Safety Cameras Operational Plan, undertaken camera enforcement, including red light and speed contraventions, using fixed and mobile devices. In 2019, South Yorkshire Police Safety Cameras and Ticket Processing Unit detected and processed 76,860 offences. This can be broken down into the following categories, 5,353 red light violations, 11,426 average speed cameras, 14,356 fixed cameras, 17,256 mobile cameras and 28,469 smart motorway offences.
- Continued the trialling of the Red X enforcement system on the M1 motorway. Identifying anomalies that had national enforcement implications and worked with Highways England, Road Safety Support and the Department for Transport in seeking a solution to the issues to enable enforcement to take place.
- Increased the capability of speed surveys undertaken at community concern sites by outsourcing the work, releasing the enforcement officers to carry out enforcement activity.
- Engaged the South Yorkshire Police Special Constabulary to become actively involved with South Yorkshire Safety Cameras to increase their involvement in speed enforcement and road safety activity.
- Continued to annually review potential new and existing camera locations to ensure that a “worst first” approach to site selection continues to be employed.
- Reinstated Operation Illuminate, deploying a dedicated road safety car and officer on every shift to focus on high visibility patrolling, enforcement and advice to maximise road safety objectives and reduce casualties.
- Introduced a quarterly survey via social media to ask the public which road traffic offences they think should receive more enforcement. The results of the survey have then been used to inform tasking for the upcoming three months. Drink driving, speeding and use of mobile phones have all featured highly in the results.

2019 Casualty Data Summary

In 2019, the data tell us that overall, the number of people injured on roads in South Yorkshire is declining. However, the proportion of those that are seriously injured has once again increased and there has been a fourth year on year increase in the number of casualties classed as serious. These two trends underpin a mix of positive and negative outcomes from the data captured in 2019.

The total number of recorded road casualties in 2019 was 3,231. This represents the lowest total recorded in South Yorkshire and is the fifth consecutive year in which a decrease in this number has been observed. This figure is a modest reduction on the previous year of 3%, or 95 fewer casualties. However, it remains comfortably below the target of a reduction in road casualties to 3,601 or less by 2020.

Overall, most road users saw a decrease in the number of casualties from 2018. There were 37 fewer Powered Two Wheeler (P2W) casualties (-14%), 30 fewer Public Service Vehicle (PSV) user casualties (-29%) and 17 (-14%) less goods vehicle user casualties. There was however one more car user casualty and an increase of six in the number of other vehicle user casualties.

Fatal Casualties

There were 48 fatal casualties in 2019 which is an increase of three from the previous year. Over the last ten years the number of deaths on the road has ranged between a high of 49 in 2015 and a low of 26 in 2014. The number of fatalities has consistently made up between one and two percent of the total number of casualties in recent history, with 2019 adhering to this trend. A breakdown of fatal casualties by road user is as follows:

Car users: 20, 42%, of which 13 were drivers and 7 passengers. The total is a reduction from the previous year when there were 22 deaths amongst this group.

Pedestrians: 18, 38%, an increase of four from 2018.

P2W users: Nine, 19%, of which 7 were riders and 2 passengers. This total remains the same as in the previous year.

Pedal cycle users: One, representing only 2% of all deaths although there was no loss of life amongst this group in 2018.

There were two child (16 or under) fatalities, one of which was a car passenger and the other a pedestrian. This is one less than in 2018. Young adult (17 to 24) deaths increased from 10 in 2018 to 11 in 2019, with the majority being car users (seven), a further three P2W users and one pedestrian. There were almost twice as many deaths of adults aged 60 and over compared to 2018 (15 and eight respectively), and four more deaths amongst those age 75 and above of which there were seven. Within these older adult age groups casualties were mostly either pedestrians (seven) or car users (six), with a minority (two) being P2W users.

Serious Casualties

Partners will be aware of the change to injury-based recording system (IBRS) CRASH on 1st of January 2016 and the profound effect this had in the number of serious casualties amongst those overall. Since then serious casualties have increased by a further 60% to 929 in 2019. This is an increase of 104, or 13% when compared to 2018. Serious casualties now make up 29% of all casualties compared to 25% in the previous year and around 9% pre-CRASH. It is thought that

there is still some ambiguity within injury categories when recording casualty severity which can lead to slight casualties being misrepresented as serious.

Adult age groups have tended to fair worse amongst serious casualties, with comparison of 2019 to 2018 showing an increase in the number of those aged 25 and above of 18%. The child and young adult age groups each only saw one additional serious casualty in 2019.

Slight Casualties

The number of slight casualties in 2019 was 2,245, 8% less than in 2018. As with total casualties, this represents a new recorded low amongst this severity. There were reductions in all road user categories except the other vehicle category, albeit these users saw an increase of just three slight casualties on the previous year.

Casualty Rates

The number of casualties on the roads is seen to correlate with external factors, here it is compared with the amount of traffic on the roads (Figure 1) that grew by 3% between 2018 and 2019, and with the general population in South Yorkshire (Figure 2) that increased marginally over the same period.

These rates follow the same trend as distinct counts whereby overall casualties have dropped despite an increase in traffic and population, though these increases are not enough to offset the rise in KSI casualties that have seen their rate increase even since the switch to an IBRS. In conclusion the data shows that the risk of being injured on the roads is decreasing over time, though those that are injured are more likely to suffer a higher severity of injury.

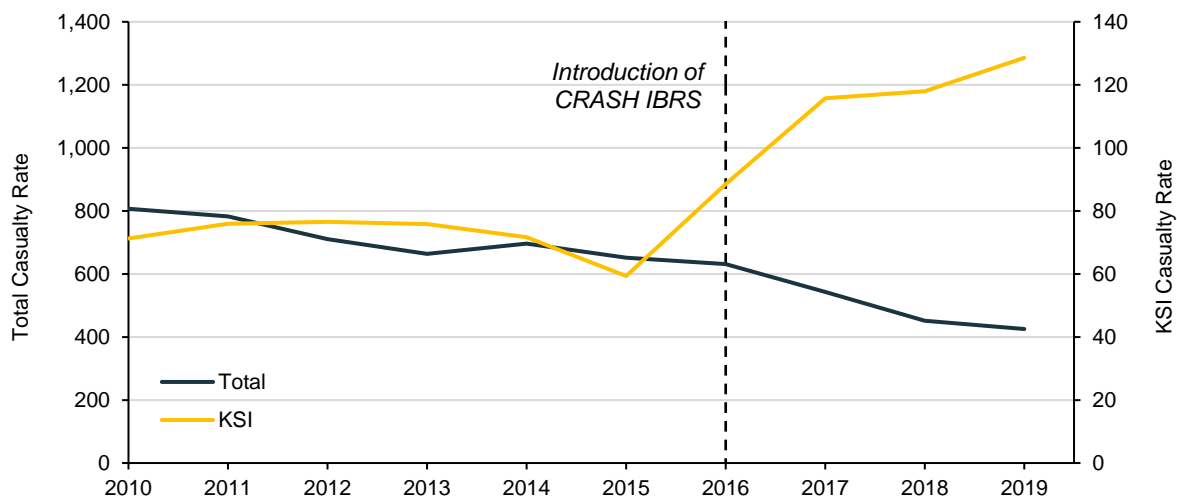


Figure 1 - Total and KSI casualties per billion vehicle miles, 2010 to 2019

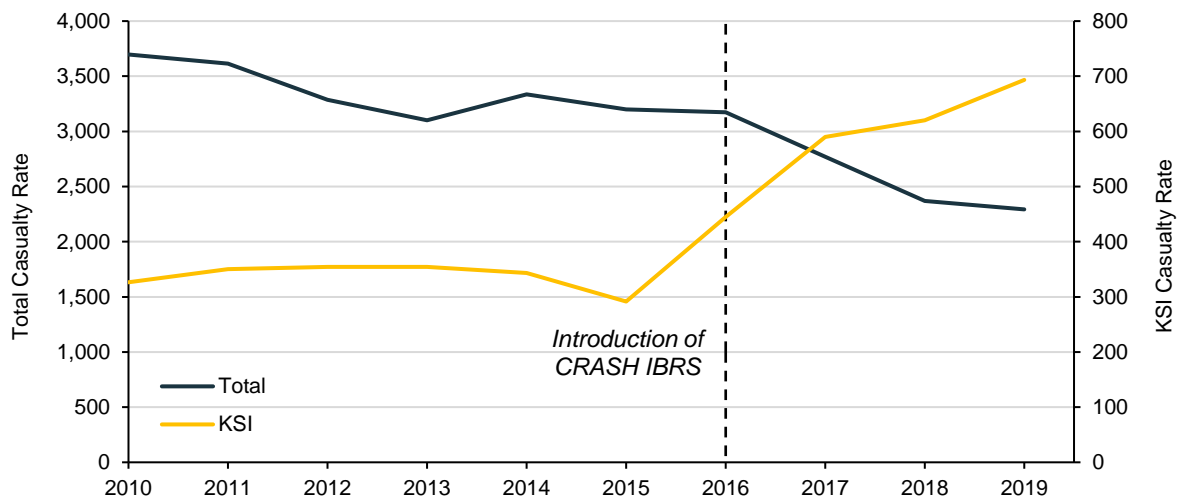


Figure 2 - Total and KSI casualties per million population, 2010 to 2019

Targets and Indicators

The SYSRP strategy outlines a number of targets and indicators to monitor performance:

- By 2020, reduce the number of KSI casualties by 3% per year, based on the 2016 base figure.

As highlighted last year, the original 2020 target is unlikely to be met following the increase in serious casualties that have been recorded in the period 2016 to 2019.

- By 2020, reduce all casualties by 4% per year to no more than 3,601 per annum, based on the 2010 - 2014 average.

A further decrease in total casualties of 3% between 2018 and 2019, has meant that we achieved this target with 2 years to spare. We continued to reduce numbers, but not quite in line with the 4% previously agreed upon in the original strategy.

- A reduction in the number of KSI casualties aged 0 - 16 years

Between 2018 and 2019 there was no increase in 0 - 16 KSI casualties, it remained constant at 126.

- A reduction in the number of KSI 17 - 24 year old car users

Between 2018 and 2019 there was an increase of 9% in 17 - 24 car user KSI casualties from 90 to 98.

- A reduction in the number of KSI casualties aged 25 - 59 years

Between 2018 and 2019 there was an increase of 18.2% in 25 - 59 KSI casualties from 407 to 481.

- A reduction in the number of KSI casualties aged 60+ years

Between 2018 and 2019 there was an increase of 17.1% in 60+ KSI casualties from 152 to 178.

- A reduction in the number of KSI 16 - 24 year old P2W riders

Between 2018 and 2019 there was a slight decrease of 4.8% in the number of 16 - 24 P2W rider KSI casualties from 42 to 40

- A reduction in the number of pedal cycle riders who are injured

Between 2018 and 2019 there was a decrease of 3.2% in pedal cycle rider casualties from 277 to 268.

- A reduction in the number of pedestrians who are injured

Between 2018 and 2019 there was a decrease of 1.9% in pedestrian casualties from 485 to 476

Delivering efficiency savings

As part of the deal with funding partners to continue to provide contributions at the same level, the SRP was asked to look at where efficiencies could be introduced to help to offer better value for money. A ten point plan was put forward and agreed in December 2019. We shall work through 2020 to implement the proposals in a bid to achieve a greater reach and convey a more effective message in the hope of better influencing attitudes and changing behaviours towards safer roads use.

ETP and the next 3 year programme

Following the introduction of new funding arrangements from April 2019, leading to the implementation of a revised governance structure, we shall review the first 12 months operation and refine or confirm the provisions as appropriate. Consideration will be given to a mid-term review of the SRP strategy and revisit the Communications Strategy to ensure that it is still fit for purpose and up to date.

We shall be alert for external funding opportunities which may arise, which could help to further our ambitions and support our objectives.

We shall continue to enhance our links with partner agencies by linking more closely with communications teams, community safety boards, public health colleagues and teams working out in the community. We shall seek to build relations with other organisations such as the Sheffield City Region and enhance our standing in national arenas by supporting the work of the Department for Transport and organisations such as Road Safety GB.

As part of a succession planning exercise, we shall start to explore options for the refresh of the SRP strategy and delivery plan for the next 3 year programme, starting in April 2022. Involving members of the SRP Board, we will think about the challenges and issues that the SRP needs to address in the future and how this will influence the direction of our activity and the shape of the organisation to deliver it.

Young Driver Safety

Building on research and best practice, we shall develop a new Young Driver safety package containing separate elements for pre drivers, learner drivers and novice young drivers, but also offering continued learning opportunities. Working with delivery organisations who are leaders in their field, we shall develop packages which address some of the key risks and shortcomings experienced by young drivers and provide practical ways to identify and counteract unsafe behaviours. As part of the development of each element of the package, we shall devise and implement a robust evaluation regime to test the effectiveness of these interventions in increasing intentions to demonstrate safer driving behaviours.

In promoting the Young Driver safety package, we shall continue to work with sixth forms, colleges, training organisations, young people's programmes (such as NCS) and apprenticeship schemes to engage with this audience. We shall also promote the schemes through media channels that are popular with young people. We plan to attend and organise events which specifically attract young people, for instance offering evening sessions for young drivers in their local area to deliver activities such as car valeting, as a way of engaging with them and providing an introduction to talk about road safety issues.

Better communications in the digital era

We shall introduce a formal annual campaigns plan ensuring that key messages reach the priority audience at the right time. The calendar will align with the NPCC enforcement operations calendar and other national road safety campaigns being promoted. We shall deliver a proportionate approach to campaigns, based on what the casualty data is telling us and prioritise activity accordingly, with funding for paid for advertising only being assigned to the most important campaigns. We shall explore options to let a contract for all of our paid-for advertising for the year to make the process more efficient.

Continue to use digital channels and social media platforms to extend our reach, in particular looking at channels where we can engage with a young people's audience. Develop the website as a repository for all types of road safety information for both the general public and practitioners within our partner organisations. Members of the public can visit the site for information, to book on-line to attend courses and events or to access resources and ideas as part of self-service requests. Partners can gain access to SRP assets and governance information via the Members Area.

We shall continue to create new, engaging content for uploading to the website including interactive activities, films, how-to guides, lesson plans for teachers, campaign information and up to date information via our news pages. We shall review the structure of our website to ensure that it is as user friendly as possible and can remain flexible to meet the requirements of ever changing situations. In creating more digital content we shall rely less on printed materials, contributing towards wider environmental goals and providing content which has a more lasting legacy, remaining available on-line for months and years to come.

Improved training for P2W riders

Following the end of the funding programme from the SYFR Stronger Safer Communities Reserve we are looking at ways to continue to deliver the Safer Rider project to encourage young riders to continue their skills training. We hope to be able to subsidise a limited number of CBT Plus training courses for eligible riders as well as promote the safety films that were produced, including the 360° experience film to be viewed on VR goggles. We shall work with training providers and supply them with the equipment necessary to be able to show the 360° experience films to their students.

We shall take Dave "Mannie" Quinn on a tour of colleges and retailers to demonstrate the do's and don'ts of personal protective equipment for riders. Dave has a split personality; one half of him shows the correct PPE to be wearing to protect the rider in the event of a fall from the bike; the other half shows the injuries that can result if the rider falls off wearing just a jumper, jogging bottoms and trainers.

We hope to secure access, via our attendance at the National Young Rider Forum, to the "Bare Bones" campaign assets to enable us to use the films and artwork that has previously been produced to appeal to young riders. The campaign also encourages the use of the correct PPE for young riders.

In the same way that we plan to host events to engage young drivers, we propose to hold a number of evening events for young riders to deliver simple bike maintenance sessions, providing opportunities for further engagement with this hard to reach audience.

Enhancing attendance at future events

Building on the opportunities offered by our community engagement vehicle to enhance the delivery of road safety content at events, we also plan to launch a new interactive engagement tool for use at events. The bicycle generator will produce a current from pedal power to light up a display board with a road safety message. We hope that such a tool will create interest and attract people to the SRP stall, providing additional opportunities to impart our road safety messages. The display boards will show a safe pass message and a Be Bright Be Seen message for use at different times of year. Our cycle safety messaging will become more prominent as we work alongside our Active Travel colleagues to complement the work they are doing to encourage more people to cycle.

We shall continue to maximise the use of the community engagement vehicle and extend its use beyond attendance at events, to also provide more outreach work in communities and use as a mobile advertising unit targeting key areas.

Continuing to monitor and evaluate

It is important that we continue to track progress against our output targets to ensure that we are putting our resources into the correct areas, which we identified as part of our “worst first” approach. We have introduced quarterly meetings with the project team to discuss delivery and identify any issues which may need to be resolved to achieve our goals. We also need to evaluate what we deliver and ensure that our work is making a positive difference. We shall ensure that all new interventions have a built-in evaluation stage to check it is fit for purpose. We have audited some of our existing evaluation processes and we will seek to implement the recommendations and findings as part of future revisions of the specific interventions which have been reviewed.

Link with other funding sources

We continue to utilise funding from STAF to promote pedestrian and cycle safety. We shall explore the availability of follow-on funding sources, including sponsorship potential as part of the refreshed SRP Sponsorship Protocol. The SRP will be alert for other external funding sources such as the Road Safety Trust (RST) Small Grants Programme and consider appropriate bids for submission where this is deemed worthwhile in terms of the effort required to prepare a bid versus the likelihood of receiving funding.

Invest in further engineering measures

Continue to implement a programme of “School Keep Clear” schemes and look at the introduction of “School Street” trials.

Continue to develop and implement programmes of 20mph zones around South Yorkshire, including the final stages of implementation of the 20mph scheme for Sheffield City Centre.

Design and implement a variety of Local Safety Schemes (LSS) in each of the district areas.

With funding from the DfT Road Safety Pathfinder (RSP) scheme continue to develop further specific interventions to produce a whole scheme on the A628 in Barnsley using the methodology set out by DfT.

Future developments in SYSC business

Continuing with the trial and roll out of Red X lane enforcement on the M1 SMART Motorway.

Continue to Increase the number of community concern sites that are receiving attention and enforcement.

Undertaking the coordination of all community speed enforcement within South Yorkshire, including Community Speed Watch and Local Policing Team enforcement. Targeting speeding vehicles on urban and rural routes.

Using data research to move the emphasis towards casualty prevention at potential high risk hotspots whilst maintaining the core casualty reduction enforcement.

Continuing the decommissioning of fixed sites that are not suitable for upgrade to digital capability or no longer required

Glossary

| | |
|--------|-----------------------------------------------|
| 3 Es | Education, Engineering, Enforcement |
| BBBS | Be Bright Be Seen |
| BMBC | Barnsley Metropolitan Borough Council |
| CBT | Compulsory Basic Training |
| CRASH | Collision Recording and Sharing |
| DfT | Department for Transport |
| DMBC | Doncaster Metropolitan Borough Council |
| EDWARD | European Day Without A Road Death |
| ETP | Education, Training and Publicity |
| ITB | Integrated Transport Block |
| KSI | Killed and Seriously Injured |
| LGF | Local Growth Fund |
| LSS | Local Safety Scheme |
| LTP | Local Transport Partnership |
| P2W | Powered Two Wheeler |
| PDNPA | Peak District National Park Authority |
| PSV | Passenger Service Vehicle |
| RMBC | Rotherham Metropolitan Borough Council |
| RSP | Road Safety Pathfinder |
| RST | Road Safety Trust |
| RTC | Road Traffic Collision |
| SCC | Sheffield City Council |
| SCR | Sheffield City Region |
| SRP | Safer Roads Partnership |
| SSCR | Safer Stronger Communities Reserve |
| STAF | Sustainable Travel Access Fund |
| SYFR | South Yorkshire Fire and Rescue |
| SYP | South Yorkshire Police |
| SYPTTE | South Yorkshire Passenger Transport Executive |
| SYSC | South Yorkshire Safety Cameras |