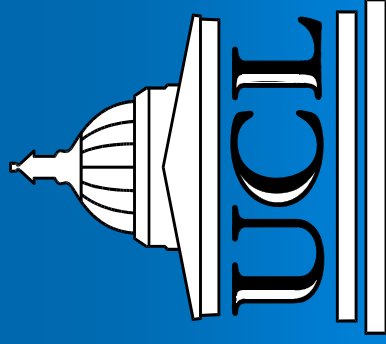


**West of England Road Safety Partnership
Evaluation of SAFECAM operations
and other road safety work**

PHASE 2 REPORT

**Heather Ward: University College London
Kristine Beuret: Social Research Associates**



Objective and Methodology

Objective

To make faster progress in casualty reduction

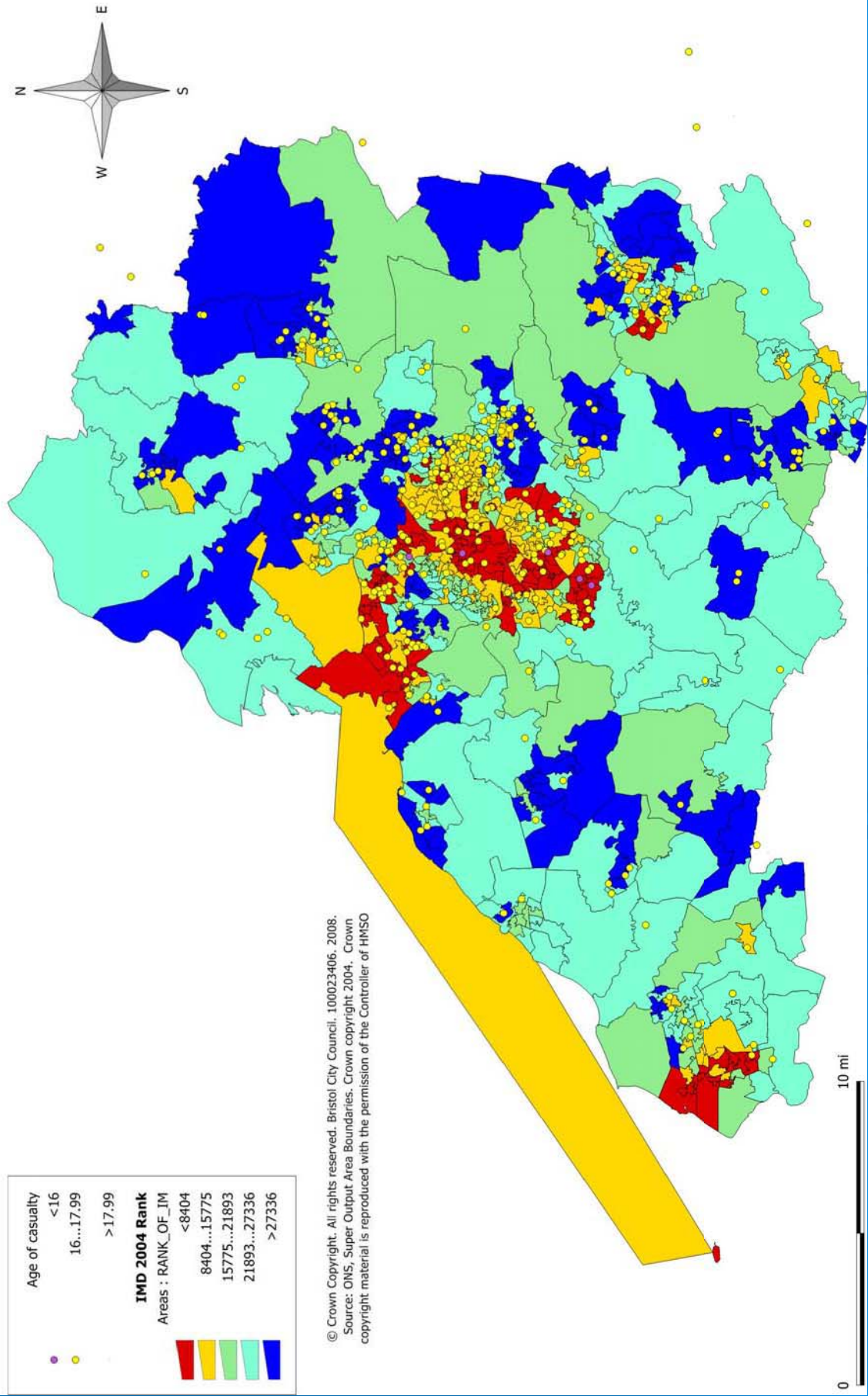
Methods

- Discussions and interviews
- Partnership networking workshop
- Research and surveys targeting young moped riders
- Analysis of casualty data
- Review of camera sites and effectiveness

Casualty analysis

- A new approach to analyse where casualties live as well as where they occur.
- Superimposing this on Indices of Multiple Deprivation.
- Using other indices (e.g. crime, accidents in the home, educational achievement).
- Weighting casualty risk according to age.

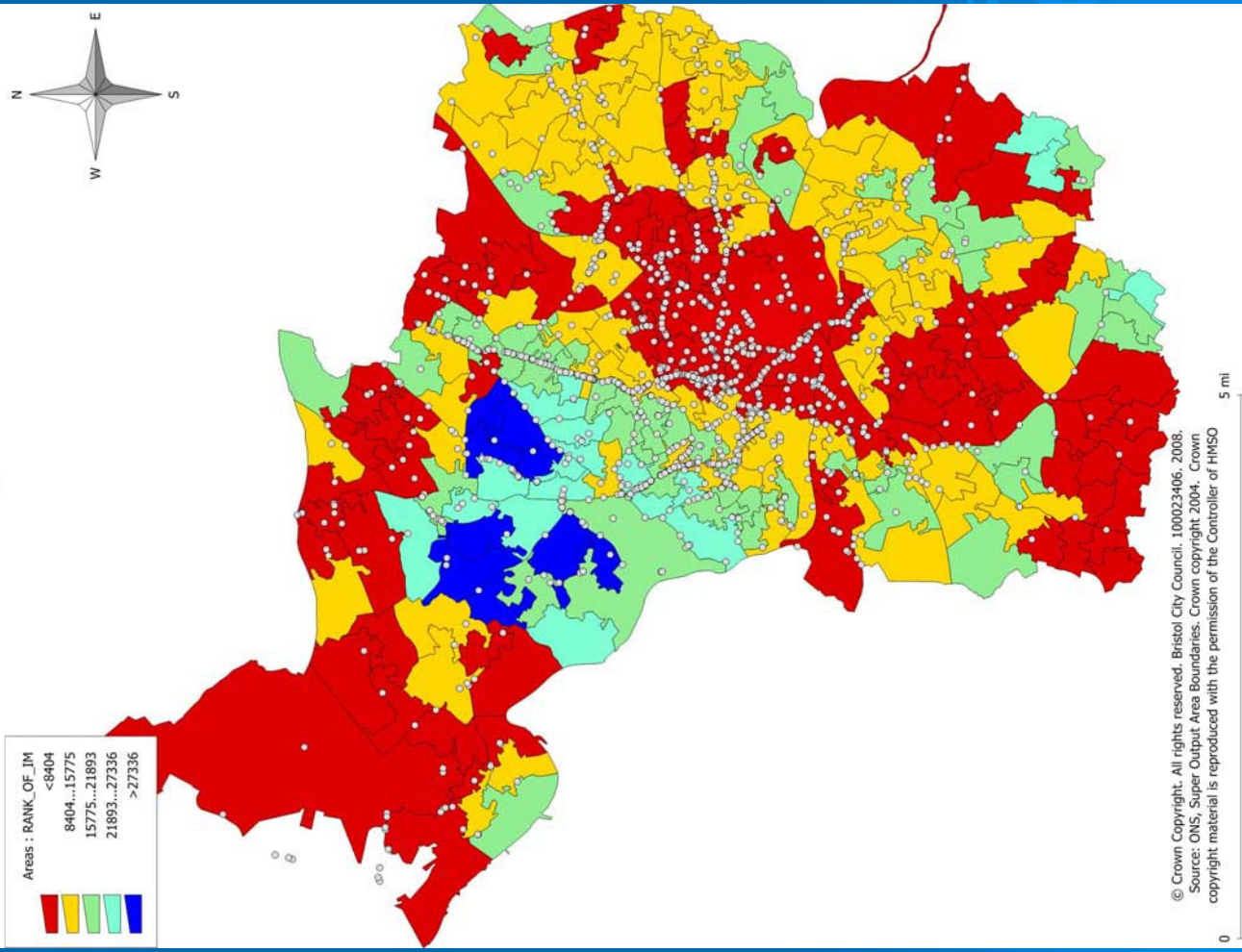
1998-2006. Moped rider casualties, 17 and under. Approximate location of residence.



© Crown Copyright. All rights reserved. Bristol City Council, 100023406, 2008.
Source: ONS, Super Output Area Boundaries, Crown copyright 2004, Crown copyright material is reproduced with the permission of the Controller of HMSO

0 10 mi

1998-2006 Pedal cycle casualties 18 and over. Casualty Location



Examples of where to target

- Child pedestrians in deprived areas during evenings and school holidays.
- 16 and 17 year old moped riders in deprived areas.
- Adult cyclists along the main radial roads.
- Pedestrians aged 22-25 who have been drinking on Saturday and Sunday evenings are likely to be injured by 18-21 year old drivers.


Safecam Analysis

	Low speeds	Medium speeds	High speeds
Low accidents	Not suitable	Not suitable	Sometimes suitable
Medium accidents	Not suitable	Sometimes suitable	Suitable
High accidents	Not suitable	Sometimes suitable	Suitable

Research with young moped riders

- Widespread poor riding skills
- Bikes badly maintained
- Illegal bike adaptation
- Those most at risk least likely to be contacted by road safety ETP work.
- Messages best delivered via wider skills initiatives.

Conclusions: Partnerships

- Workshop output – sign up to closer working and specific schemes e.g. data sharing and joint initiatives in deprived areas.
 - Specific offers from voluntary sector and colleges to tackle moped rider problem.
 - Commitment to project based subgroup meetings.
- 

Conclusions: Safecam

- Programme needs to concentrate on the most effective sites including more enforcement to target high risk driver types, days, and times.
- Other sites need to be re-assessed for alternative treatments by Partnership teams.



Conclusions

- **Analyse casualties on a site specific basis and in terms of mode, time, journey purpose and socio economic groups. Then target WoERSP work.**
- **A combination of Safecam, engineering and ETP work is integral to reducing casualties.**
- **Evaluation essential – needs to be planned in advance.**
- **Use a wide range of products including national campaign materials.**
- **Partnership working essential with wider group of partners including the voluntary sector, health and courts.**

Work Programme for WoERSP

- Investigate camera sites with Partnership teams.
 - Develop route and area based safety strategies.
 - Design ETP programmes to target young male moped and car drivers.
 - Identify leverage funding.
 - Appoint a co-ordinator.
- 