

WEST OF ENGLAND ROAD SAFETY PARTNERSHIP

UPDATE REPORT FOR EXECUTIVE MEMBERS – August 2008

Introduction

1. The scheduled autumn meeting of the West of England Road Safety Partnership (RSP) has been cancelled. Instead, this Update Report has been prepared to provide a brief summary of progress with the Partnership work programme since the March 2008 meeting.

UCL/SRA Study

2. One of the key drivers for the Partnership's work programme for 2008/09 has been the Evaluation of Safecam Operations and Other Road Safety Work undertaken by UCL and SRA, which was reported to the RSP in March 2008. The Study recommendations may be summarised as:
 - extra resource and effort is required to bring about reductions in line with national targets for five main groups of casualties –
 - Motorcycle casualties in all areas
 - Car Occupant casualties in all areas
 - Pedestrian casualties in all areas but predominantly Bristol
 - Child pedestrian casualties in all areas but predominantly Bristol
 - Child cycle casualties in all areas but predominantly Bristol.
 - a review of all aspects of the effectiveness of each Safety Camera site should be undertaken and appropriate steps taken to improve the performance of the safety camera programme;
 - a more targeted approach to casualty reduction, with particular emphasis on the deprived residential areas where casualties are more likely to live, is needed;
 - a holistic approach to understanding lifestyles and underlying economic reasons for behaviour of different groups is important in getting specific road safety messages internalised;
 - to facilitate targeting there is a need to use a wider range of data, information and analysis techniques;
 - the key to targeting is evaluation and all future and existing programmes, including Speed Choice and voluntary initiatives, should be evaluated;
 - there is a need to adopt route and area based road safety strategies especially where there is a high level of casualties involving young drivers and cyclists;
 - a "Data Champion" to lead for the Partnership on all aspects of data provision, analysis and dissemination should be appointed;
 - a WoERSP Co-ordinator should be appointed to encourage closer partnership working;

- the Co-ordinator should kick start the following tasks identified by the Study:
 - develop a web-based information register for the Partnership;
 - encourage the police to fill in the STATS19 accident reports with greater completeness and accuracy;
 - initiatives to target young moped riders and young drivers involving all Partners to demonstrate the added value of closer partnership working should be started immediately.

Progress

3. As Members will appreciate, the RSP work programme for 2008/09 had already been largely planned before the findings of the UCL/SRA study had been finalised. It has therefore been necessary to gradually integrate the above recommendations into working practices and programmes, whilst maintaining progress on the on-going casualty reduction and road safety work of all of the authorities and agencies involved.
4. A good deal of progress with this has already been made and a number of initiatives are in progress or planned;
 - a Partnership Coordinator has been appointed;
 - the Data & Engineering Officer Group has taken on the role of “Data Champion”;
 - a group involving many of the RSP partners is actively progressing the early action projects to reduce casualties to young moped drivers and young car drivers;
 - a review of safety camera sites has commenced by all four of the unitary authorities; data has been provided by Safecam for the initial analysis; more detailed analysis is in progress with the aim of reviewing as many sites as possible with the resources available during 2008/09;
 - working with the West of England Partnership and using their existing web site as a basis, the RSP now has a growing information register on the internet at www.westofengland.org/site/RoadSafetyPartnership_3010.asp
 - there are continuing discussions with the Police about improving the quality of STATS19 data; the Chair of the D&E Group is planning to give a Presentation to the Police Training Officers about the way in which the accident data is used and the importance of accuracy and complete information.
 - the Safecam data analyst is providing accident and casualty data to assist with route and area based casualty reduction strategies;
 - liaison with the PCTs has commenced to develop possible joint working;
 - officers representing all of the partners are actively involved in a range of joint working projects;
 - the need to promote all of our road safety work as part of the West of England Road Safety Partnership is gradually becoming the norm.
5. Further details of RSP projects as approved for funding at the March meeting of the Partnership, are set out below.
6. **Avon Fire & Rescue** attended schools in the West of England area in 2007/08 on 45 separate occasions to deliver their *Roadskills* Road Safety Education Awareness Event. They have received very positive feedback from

groups that have seen their presentation. Monitoring indicates that *Roadskills* has had a significant impact upon the views and opinions of students involved, with 95% considering the presentation worthwhile and 95% being more aware of the consequences of their actions on the road.

A further programme of presentations is in progress and planned for 2008/09. AFRS are also actively contributing to *The Wheels Project*.

7. **Safecam** continues to carry out speed and red light enforcement within Avon and Somerset area. During the first quarter over 10,000 drivers opted to participate in Speed Choice speed awareness courses rather than accept points on their licence. This represents around 62.5% of speed enforcement prosecutions.
Free media coverage for the first quarter was valued at £6,181 with 13 written articles (56% Positive, 40% Neutral) and 4 minutes of broadcasting (100% Positive).
8. **Pass Plus** is a project aimed at new driving licence holders and provides them with six additional sessions that cover a variety of topics, including motorway and night driving. The Partnership pays £75 towards the full cost of the six sessions that cost around £140 (varies from instructor to instructor). Some 208 young drivers have taken advantage of the scheme from April to June in 2008 (compared with 609 in the full year 2007/08).
9. **SMART RISK** is Theatre in Education at its most powerful with real casualties whose lives have been changed fundamentally after having been involved in accidents. It was delivered to 6200 pupils within the West of England area in 2007/08 and is planned to be delivered to a further 12000 pupils in 2008/09.
10. **Keep Your Wheels** is a high profile web based project which targets young motorcycle riders fresh from the compulsory basic training (CBT). The numbers signing up to the website and completing the process have so far been disappointing and the project has largely failed to attract the intended target group. Consequently a review is being undertaken which will try to identify the reasons for this and what improvements could be made to make the project more effective. A decision will then be taken as to whether the project should continue into the next financial year.
11. A **'THINK' motorcycle** has been leased by the partnership and is ridden on behalf of the partnership by the South Gloucestershire motorcycle officer. The aim of this machine is to have a high profile presence on the road with the THINK message taken to the public on a daily basis and at public events as requested.
The motorcycle officer has been working closely with the Police *Kick Start* campaign as well as *The Wheels Project*. He also regularly attends the Weston-s-Mare motorcycle evening gathering and is planning to attend a motorcycle event in Keynsham and also the Bristol Motorcycle Show in August.
12. Training days for riders of large cc motorcycles - A programme of courses is already underway.

13. **Young Drivers/Riders.** The *Wheels Project* has been appointed to deliver a series of targeted road safety sessions to up to 700 students referred from Youth Offending Teams, Pupil Referral Units, Youth Clubs and Other “hard to reach” groups. This will be mainly aimed at potential moped riders broadly in the 15 – 17 age group.
The Police have plans to introduce their “Kick Start” programme to potential moped riders in schools.
The group is now aiming to develop other projects aimed at young drivers. The motorcycle officer is working to also develop some similar training days for scooter riders. It is hoped that this will be achieved by targeting the scooter riders on the roads with a quiz sheet which earns them a small reward for taking part in the quiz and a bigger prize for one person out of a draw each month. At these on-road meetings the motorcycle officer is able to directly promote scooter training.
14. **Drink Drive Campaigns.** Targeted drink and drug driving campaigns are conducted in line with the national ACPO summer and Christmas campaigns. These involve a pro-active media strategy aimed at young people (Local media-GWR, Scene magazine), high profile stop checks and the use of intelligence to target offenders. The summer (June) campaign resulted in 223 arrests of which 62 were under 25 years.
15. The partnership supports the work of **Lifeskills**, Create Centre, Bristol which delivers safety training to children in Year 6. Lifeskills is already fully booked for the academic year 2008/09. In 2007/08 9548 pupils from 237 schools in the Partnership area attended the Centre to receive training which includes a road safety module. The Centre also delivers training programmes for adults with learning difficulties and for older people.
16. **Targeted Road Safety.** Projects within this category vary across the authorities as they each address the road safety issues and priorities in their individual areas, whilst ensuring that they also tackle the priorities agreed by the Road Safety Partnership for the whole of the West of England area. This includes practical child pedestrian training; cycle training; education programmes in schools and colleges covering in-car safety, pedestrian safety and cycle safety; and publicity campaigns aimed at improving driver behaviour. B&NES is investigating promoting the IAM courses to people aged over 60.
In order to move forward on targeted Road Safety projects it is necessary for all four unitary authorities to appoint additional staff, funded from the road safety grant. In some authorities this has already taken place, whilst others are aiming to complete this as soon as practicable.
17. **Road Safety Engineering :** All four unitary authorities are progressing programmes of road safety engineering measures aimed specifically at achieving casualty reductions; Common definitions have been agreed between the authorities to help in working consistently on data analysis and development of engineering schemes.
A Speed Management Strategy has been agreed by officers of the four unitary authorities.

18. Casualty Statistics. The Casualty Data Report presented in March outlined that across the Partnership, KSIs (killed and seriously injured casualties) were behind target in 2007 (408 KSIs against a target of 341), as were Child KSIs (43 against a target of 37). Although it is too early to draw any conclusions about the figures for 2008, early indications are encouraging in that the total number of accidents in the first quarter appear to be low when compared to previous years. The data is currently being reviewed in detail and the 2008 totals will be presented in full when available.

19. Cycle City The UCL report identified that cycle casualties, particularly in Bristol, was one of the key areas to address. Since then Bristol has been named the country's first Cycling City and has been awarded £11.4m from Cycling England (which will be match funded by Bristol City Council and South Gloucestershire Council) with the aim of doubling the number of people cycling in the City. The detailed programme of measures is still being developed and will be put forward for approval in October for delivery by March 2011, but in essence it involves four main strands: branding; personal travel planning; infrastructure improvements; and cycling training. The safety of cyclists will be a key high priority in each of these strands.

Derek Baillie 6/8/08 on behalf of officers of the West of England Road Safety Partnership.