

WEST OF ENGLAND ROAD SAFETY PARTNERSHIP**WEDNESDAY 18th MARCH 2009 - AT 10:00 AM****ITEM 11 – PROGRESS ON UNIVERSITY COLLEGE LONDON/SOCIAL RESEARCH ASSOCIATES (UCL/SRA) STUDY RECOMMENDATIONS****1. Background and Progress**

1.1 At the March 2008 Executive Meeting of the West of England Road Safety Partnership it was agreed that the recommendations of the UCL/SRA report be endorsed. The progress made on the recommendations is set out below:

Study Recommendations		Progress
1. Extra resource and effort is required to bring about reductions in line with national targets for five main categories.	(a) Motorcycle casualties all areas. (b) Car occupants in all areas. (c) Pedestrian casualties in all areas but predominantly in Bristol. (d) Child pedestrian casualties in all areas but predominantly in Bristol. (e) Child cyclists in all areas but predominantly in Bristol.	<p>The progress in these casualty groups for reductions in the number of casualties is set out in detail in the Casualty Data report.</p> <p>The road safety work undertaken to address these casualty groups is set out in the Road Safety Education, Training and Publicity Report.</p> <p>A programme of targeted Local Safety Schemes is implemented by each Local Authority. These local safety schemes show good First year rates of return.</p>
2.	A review of all aspects of the effectiveness of each safety camera site should be undertaken and appropriate steps taken to improve performance of the safety camera programme.	The Data and Engineering Group has developed a Policy Framework to guide the review of safety camera sites. Some initial progress on a review of sites has already been made by some Local Authorities.
3.	A more targeted approach to casualty reduction, with particular emphasis on the deprived residential areas where casualties are more likely to live, is needed. Also, holistic approach to understanding lifestyle and underlying economic reasons for behaviour of different groups is important in getting specific road safety messages internalised.	The progress is outlined fully in the Road Safety Education Training and Publicity report.

Study Recommendations	Progress
4. To facilitate targeting there is a need to use a wider range of data, information and analysis techniques.	The Safecam data analyst is providing data regularly to the Data and Engineering Group. Liaison with the Primary Care Trust's has commenced with the aim of developing possible joint working, and the use of hospital casualty data.
5. The key to targeting is evaluation and all future and existing programmes, including Speed Choice and voluntary initiatives, should be evaluated.	The Education Training and Publicity (ETP) Group have commissioned the University of the West of England to advise and make recommendations on the most appropriate and effective ways of evaluating ETP projects. Also some Local Authorities have started evaluation of ETP campaigns and Road Safety days in schools and the results will lead future work. Detailed evaluation of local safety schemes is undertaken to ensure they achieve good First year rates of return.
6. 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.	The Safecam data analyst is providing accident and casualty data to assist with route and area based casualty reduction strategies. Early work on Route Action has been started.
7. A 'data champion' to lead for the Partnership on all aspects of data provision, analysis and dissemination should be appointed.	The Data and Engineering group has taken on the role of "data champion" and is being assisted by the Safecam data analyst.
8. A WoERSP Co-ordinator should be appointed to encourage closer partnership working.	A WoERSP Co-ordinator has been appointed and attends all working groups of the Partnership, with the aim of encouraging consistency of approach, joint projects, and partnership working.
9. The Co-ordinator should kick start the following tasks identified by the Study: (a) develop a web-based information register for the Partnership (b) encourage the police to fill in the STATS 19 accident reports with greater completeness and accuracy; (c) 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.	(a) Website established on the WoE website. (b) Training for the Police has been arranged by the Chair of the WoERSP Data and Engineering Group. (c) A young moped and young driver sub-group of the WoERSP Education, Training and Publicity Group has been set up. Details of the work of the group is set out in the Road Safety Education, Training and Publicity report.