

MAKING SOUTH YORKSHIRE ROADS SAFER

SAFER ROADS ANNUAL REPORT 2018

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Executive Summary

This report looks to describe and highlight the achievements of the South Yorkshire Safer Roads Partnership (SRP) in the calendar year 2018, giving detailed information on what has been undertaken in terms of Education, Engineering and Enforcement (the 3 E's) and furthermore to provide a commentary on the performance on the targets for casualty numbers that were set out in the Road Safety Strategy, as a way forward for the period 2017/25 which align 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

- Secured external funding from several sources
- Enhanced our media capability
- Extended the range of interventions to encompass older and younger drivers
- Hosted regional launch of EDWARD (European Day without a Death)

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 A634 in Rotherham

Enforcement

- Completed Phase 2 of the digital upgrade
- Commenced Red X enforcement on the M1
- Reviewed the approach to requests from communities for speed enforcement
- Undertaken a review of potential new and existing camera locations

Casualty Data Summary

- In 2018, 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 continued to increase producing a third year on year growth in the number of casualties classed as serious. These two trends underpin a mix of positive and negative outcomes from the data captured in the data over the last three years.
- Due to the massive increase in recording of serious casualties experienced since the change in recording systems employed by South Yorkshire Police (SYP) in 2016 only one target set in the revised strategy has been met, this is the reduction in "all casualties", where we have already achieved the proposed reduction set out in the strategy.
- This is still a very disappointing scenario however and one which we are intending to 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 (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 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 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 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 as 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 the 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 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.

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 2018 was £12bn, with the cost per casualty (including the wider impacts caused by the pain, grief and suffering) being £2.0m for a fatality, £220,000 for serious injuries and £17,000 for a slight injury. Applying these costs to the casualty statistics for South Yorkshire in 2018, results in a total figure of some £312m.

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) are 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 the new recording processes adopted by SYP has led to a continued increase in casualties categorised as “serious”, final totals in 2018 - being 41% more than the original baseline figure adopted and some 86% higher than the original target for this period. Therefore, although 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 as this has continued to rise instead of reducing, it is our intention to look at the validity of this number once again.

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.

Education, Training and Publicity – Progress Update 2018

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 2018 we have:

- taken delivery of our new vehicle funded from Highways England and had it fitted out to provide a new community engagement vehicle to enhance our offer at events
- continued to deliver interventions for young drivers, who remain our top priority, with an ongoing review of the delivery of the Drive for Life taking place to rationalise existing delivery and ensure a more co-ordinated and streamlined package is available
- 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
- promoted cycle safety messages as part of the Tour de Yorkshire events in South Yorkshire and during National Road Safety Week which, in 2018, promoted a 'Bike Smart' theme
- completed a series of events and practical training as part of the Safer Driving at 60+ initiative for senior drivers. The evaluation from the initiative showed that knowledge of how certain driving situations can affect older drivers changed for the better and participants could more realistically evaluate their capabilities following the practical training.
- launched our new Safer Rider project with funding from the SYFR Safer Stronger Communities Reserve (SSCR) to offer subsidised CBT Plus training for young riders in South Yorkshire in a bid to enhance their riding skills
- continued to offer our Safer Driving at Work sessions for businesses, delivering to companies such as Network Rail, St Leger Homes, Fortem, First Buses and Arriva Buses
- introduced new systems and processes to make us GDPR compliant from May 2018
- worked with partners Highways England to carry out tyre checks with their new tyre scanning equipment
- launched our updated SRP communications strategy with the aim of ensuring the SRP **positively influences driving, riding and walking behaviours and becomes a trusted source of road safety information**
- run training for SRP team members about constructing logic models for interventions to assist with session delivery and effective evaluation
- **commissioned two 30 second adverts to promote BBBS and the CBT Plus initiative for young riders. These were broadcast on a big screen at the Meadowhall Shopping Centre as part of a community engagement roadshow**
- run road safety campaigns in support of the National Police Chiefs' Council calendar of enforcement operations including around mobile phone, seat belts, speed, tyre safety and drink and drug driving
- in response to concerns from communities run a mini campaign on social media related to zebra crossings and their correct usage
- successfully trialled social media advertising for the young adult pedestrian campaign in the run up to Christmas, encouraging people to take care on their way home from a night out.

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 SYPTA, 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 2018 RMBC secured some additional £1.3m funding through the Road Safety Pathfinder Scheme, this was awarded from an allocation set aside from the Government's 2016 Autumn statement to target 50 of the most dangerous 'A' roads, where the risk of KSI collisions was shown to be the highest.

The A634 Blyth Road between Maltby in Rotherham and area boundary with Nottinghamshire, where the scheme then extends on to Worksop was treated using a number of pre-designated measures as set out following the assessments undertaken by DfT.

These included the following:

- Rumble strips had been introduced, which had created an audible warning to motorists travelling close to the edge of the carriageway.
- Vehicle Restraint System.
- Reflective inserts had been implemented within the Vehicle Restraint System to improve the bend delineation during the hours of darkness.
- Bike guards had been implemented to protect motorcyclists on the outside of bends.
- A 50mph speed limit had been introduced along the rural section of Blyth Road, and had also been introduced along the A634 section within Nottinghamshire.
- Vehicle Activated Signs had been implemented in Stone Village.
- Extended Double White Line systems had been introduced through a number of bends.



A634 – Blyth Road – Post treatment

The South Yorkshire ITB settlement for 2018/19 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 2018/19:

2018/19 Centrally Funded Safer Roads Investment

2018/19	Value of Direct Safer Roads Spend	Value of Secondary Safer Roads Spend	Total Value of spend
ITB Capital	£1,002,383.37	£522,028.69	£1,524,412.06
STAF	£60,070.23	£4,195.28	£64,265.51
TOTALS	£1,062,453.60	£526,223.97	£1,588,677.57

There are further Safer Roads benefits derived from the central funds in addition to those detailed 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 2018/19 included, but is not limited to, the following activities:

- Collision analysis, including route and hotspot studies
- Identified schemes; lining, signing, lighting, new and improved pedestrian crossing
- Speed Indicator Devices (SIDs) and Vehicle Actuated Signs (VAS)
- School safety zones and reduced speed limits outside schools
- New footways

- Communities – Boroughwide minor investments
- 20mph speed limit development
- Cycle infrastructure improvements
- Small scale interventions for improved accessibility
- Taxi rank improvements
- HGV Routing Strategy

The ITB allocation for 2020/21 remains at £8.428m and so the scale of the funding opportunity remains the same. This will be the final year of the current DfT settlement notification, at this stage it is not known how DfT are considering funding local transport interventions beyond March 2021, it is hoped that this will become known as part of the Government Comprehensive Spending Review planned for 2020.

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. By interrogating the available data it is possible to focus efforts on priority routes and areas and target those at most risk of causing harm to themselves and others.

Of note in 2018 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 2018, a total of 72,385 offences were detected and processed by South Yorkshire Police Safety Cameras and Ticket Processing Unit. This can be broken down into the following categories, 5179 red light violations, 9723 average speed cameras, 14310 fixed cameras, 22004 mobile cameras and 21169 smart motorway offences.
- Completed Phase 2 of the digital upgrade programme (red light upgrades)
- Commenced work with Highways England around Red X enforcement. Two existing HADECS cameras within the SMART Motorway scheme, have been upgraded to allow Red X enforcement. Further work has yet to be completed before these can be put into use.
- Reviewed our approach to mobile enforcement, in particular around requests from communities for speed enforcement.
- Undertaken an annual review of potential new and existing camera locations to ensure that a “worst first” approach to site selection continues to be employed

2018 Casualty Data Summary

2018 brings us the third complete year of data captured using the Collision Recording and SHaring (CRASH) system in South Yorkshire. As previously stated, the new recording processes adopted by SYP have led to a continued increase in casualties categorised as “serious”, final totals in 2018 being some 41% more than the original baseline figure adopted and some 86% higher than the 2010/14 baseline target that should have been set for this period.

It was the hope that using this system the collision and casualty data would be more robust and accurate than before, providing the best picture of the circumstances surrounding injury collisions and giving us the data in a more timely fashion. This has not really been the case, technical issues, lack of resource and insufficient training of those using the system to input information has led to a greater burden on the Safer Roads Data Officer, who now has to spend substantially more time trying to interrogate, validate and try and improve much more of this data once it has been submitted to CRASH. Also, problems with some of the background coding in the main system has meant that data relating to Post Codes of drivers and casualties has been corrupted, leading to some 35% of the information being lost, this is an essential piece in the jigsaw that enables us to analyse the “who”, when looking at best use of scarce funding available in this field.

In 2018, 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 third 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 2018.

- Reported collisions totalled 2,468, falling below 3,000 for only the second year since the current STATS19 collection system was implemented in 1979. Reported casualties continued to fall with 3326 being recorded in 2018.
- There were 45 fatal casualties in 2018, one more than in the previous year. The number of collisions involving a fatality was 39, a reduction of three from 2017. Over the last 10 years, fatalities peaked at 49 in 2015 from a dip to 26 in the previous year but have not wavered broadly between these two extremes. Fatal casualties were of the following groups:
 - Car users - 22. 14 drivers and eight passengers. 49% of all fatalities
 - P2W users - 9. All were riders. 20%
 - Pedestrians - 14. 31%

2018 saw no reported deaths to pedal cycle riders in this year, which was a welcome result after the peak of 5 the previous year.

However, whilst every death resulting from a RTC is a personal tragedy for the family, friends and community of the deceased, the overall total casualties of this severity are a relatively small data set. With only small variations year on year this may sometimes show big percentage changes, as such, we do not use the fatal casualty data set on its own to inform our long term delivery approach. We prefer instead to use the KSI total or the all casualties total to provide a more robust picture of casualty trends, highlighting the road users, locations and key contributory behaviours which need to be addressed

There were 825 serious casualties in 2018, marking the third year in a row that this figure has increased. Serious casualties represented nearly a quarter of all casualties reported in 2018.

- Slight casualties saw a further large reduction from 2017 and the 2010 - 2014 average to 2,456.
- A rise in both fatal and serious casualties means that the KSI total for 2018 was 870. Such a large increase has meant an increase in the KSI rate per billion vehicle miles and per million population for the third year in a row, although the overall casualty rate for these two measures has continued to decline.
- Despite the rise in the number of those seriously injured on the roads, growth is slowing. Between 2015 and 2016 there was a 64% increase, into 2017 a 34% increase and just a 6% increase to 2018. However, this still goes against of the long-term trend of decline experienced to 2015, when the number of serious casualties were at their lowest (352).
- There were marginal increases in the number of goods, P2W and Passenger Service Vehicles (PSV) user serious casualties compared to 2017. The main increase was in the number of car users seriously injured; 58 more compared to the previous year, a 17% increase. The biggest reduction was in pedal cycle serious casualties, 10 fewer were injured in 2018.

Casualty Rates

Between 2017 and 2018 there was a 2% increase in motor vehicle traffic across South Yorkshire¹. It is estimated that the resident population grew less than 1% but is now over 1.4 million². To compensate for these changes, Figure 1 and 2 below show how the number of casualties on South Yorkshire roads per billion vehicle miles travelled and per million resident population.

The casualty rate generally follows a similar trend to that of total and KSI casualties. The rate amongst all casualties has more than halved in the last 20 years when compared to both motor vehicle traffic and population. In stark contrast, the KSI rate per billion vehicle miles and million population is now higher than in 1999. This is due to the increase in serious casualties experienced since 2016. Previous to this, there was a general trend of decline in KSI rates.

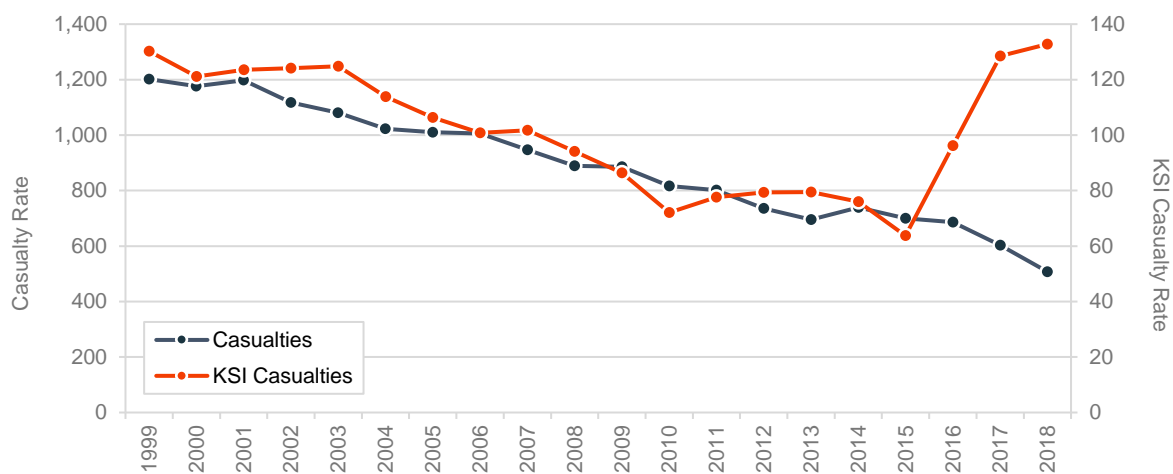


Figure 1 - Casualty rates per billion vehicle miles by severity and year, 1999 - 2018

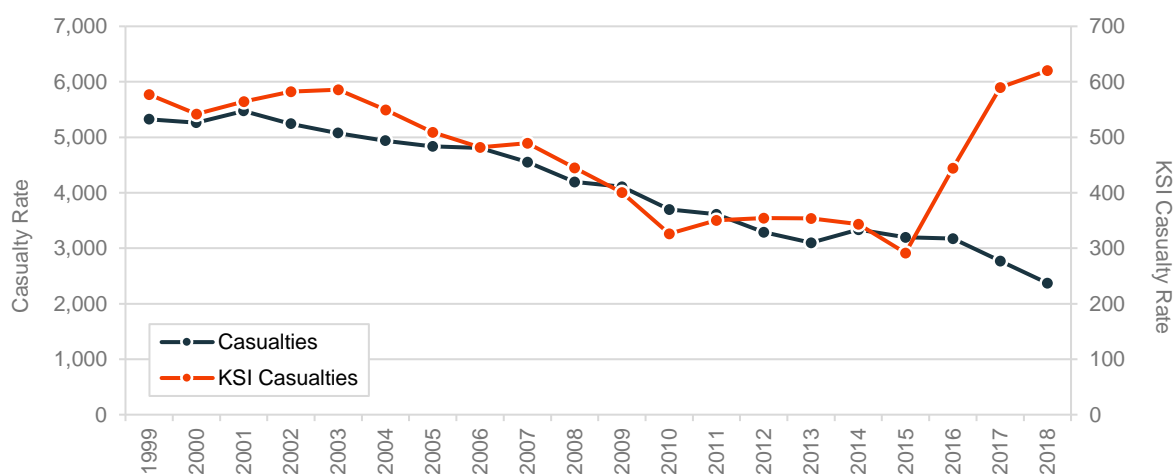


Figure 2 - Casualty rates per million population by severity and year, 1999 - 2018

¹ [TRA8901: Motor vehicle traffic \(vehicle miles\) by local authority in Great Britain, DfT](#)

² [MYEB1: Detail population estimates series UK \(2018\), ONS](#)

Targets and Indicators

The SYSRP strategy outlines a number of targets and indicator 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 2018. It is felt that further work now needs to commence to review how any further targeting of all KSI targets can be made more relevant to the current climate.

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

A decrease in total casualties of 14% between 2017 and 2018, has meant that we achieved this target with 2 years to spare. We will of course continue to try and reduce these numbers year on year in line with the 4% previously agreed upon.

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

Between 2017 and 2018 there was an increase of 6.8% in 0 - 16 KSI casualties from 118 to 126.

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

Between 2017 and 2018 there was a decrease of 3.2% in 17 - 24 car user KSI casualties from 93 to 90.

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

Between 2016 and 2017 there was an increase of 21.1% in 25 - 59 KSI casualties from 304 to 368.

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

Between 2016 and 2017 there was an increase of 58.7% in 60+ KSI casualties from 92 to 145.

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

Between 2017 and 2018 there was no change in the number of 16 - 24 P2W rider KSI casualties which remained steady at 42

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

Between 2017 and 2018 there was a decrease of 13% in pedal cycle rider casualties from 319 to 277.

- ☒ A reduction in the number of pedestrians who are injured

Between 2017 and 2018 there was a decrease of 19% in pedestrian casualties from 600 to 485.

ETP and the next 3 year programme

Preparing for the new SRP financial arrangements which come into effect in April 2019 whereby the local authorities and the Police pay a fixed contribution directly towards the work of the SRP. Linked to this is a review of the meetings structure and governance arrangements for the SRP and fine tuning and embedding the new working arrangements over the coming year.

Staff resources and the funding conundrum

Complete the review and implementation of the new staff structure for the SRP central team to deliver the agreed targeted programme of activity based on a data led, worst first approach. Work with partners to review the funding agreement for the South Yorkshire SRP and develop the future programme of road safety activity for 2019/20 to 2021/22 based on available resources.

Young Driver Safety

Continue to prioritise activity targeting young car driver casualties, as this age group remain over represented in the casualty statistics. Taking into account current thinking and research and considering best practice from elsewhere, develop a new streamlined young driver safety package providing more opportunities for continued learning, to enhance outcomes for those taking part.

Better communications in the digital era

Continue to deliver the South Yorkshire SRP Communications Strategy, promoting key road safety messages to our priority audiences. Maximise the use of social media and digital platforms to reach our younger audiences whilst continuing to utilise the more traditional channels to extend our communications further and so as not to exclude those who are not online or social media users. Explore further social media channels which may be useful to engage a wider audience. Continue to update the content of the website, drive more people to the site for advice and information and to make transactions such as booking onto courses.

Improved training for P2W riders

Deliver the second and final year of the Safer Rider project, funded from the SYFR Safer Stronger Communities Reserve grant, aimed at enhancing the safety of young moped/scooter riders in South Yorkshire by offering subsidised training with local providers in the form of CBT Plus.

Develop a young rider safety film which will be a lasting legacy of the project, being available to enhance engagement and training opportunities in the future, after the grant funding has ended.

Via the National Young Rider Forum, take part in a national research project to better understand the typical profile and motivations of young riders to help inform our future work by advising how we can better engage with this group and encourage them to take up further training.

Enhance attendance at future events

Following the launch of the new community engagement vehicle, funded by Highways England, develop a new more interactive approach to engagement at events aiming to enhance opportunities for face to face communication. Consider how the community engagement vehicle can be better utilised outside of the main events season to extend its use over the winter period.

We will trial use of the vehicle as a pop-up-shop cum mobile advertising unit in targeted priority communities across the county.

Deliver data led interventions

As part of the agreed approach to data led delivery, further refine our priorities in line with the reduced resources available. Our focus for the 19/20 year will be casualties in the 10-30 years age bracket, focusing on students in Y6 as they transition to secondary school, young people in secondary school, young drivers and riders and commuter and business drivers and riders via employer engagements.

CRASH – Three years into the trend

To enable a better understanding of the ongoing increases in serious collision category and the associated reduction in slight incidents, further work will be carried out on the background data and how the introduction of a more detailed set of criteria to choose from has changed the overall landscape.

Working with SYP the Safer Roads Data Officer will become more involved in looking at the actual CRASH mechanism that has driven these changes, hopefully gaining access to the background data and how it is input and cleansed at source, further enhancing this arduous process and improving the timeliness of getting the data, not only to partners but also final sign off being achieved with the DfT, which has sadly slipped from April/May to September.

Further work will be undertaken to look at a revised set of targets that accord more with the current trend being seen in the serious category, it is felt that the current baseline and targets set out in the strategy are not achievable following the third year of increases on the scale that have been recorded.

Link with other funding sources

Continue to utilise funding from STAF to promote pedestrian and cycle safety, and funding from the SSCR to promote young P2W rider safety. Explore the availability of follow-on funding sources for these projects, including sponsorship potential as part of the refreshed SRP Sponsorship Protocol. 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.

Improve our evaluation capability

Continue to enhance our programme of evaluation, ensuring all projects have appropriate evaluation regimes in place. Commission an external audit of our evaluation processes (from logic models to sessions plans to evaluation questionnaire) to ensure that this is fit for purpose. Consider the recommendations from this audit and implement changes as appropriate. Working with the Universities, seek to extend the number of initiatives receiving an external audit. Consider the next steps for collating and analysing evaluation data following the end of the current 3 year licence for RS Evaluate.

Invest in further engineering measures

Continue to implement a programme of “School Keep Clear” schemes

Continue to develop and implement programmes of 20mph zones around South Yorkshire including implementation of a 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 develop a specific scheme on the A628 in Barnsley using the methodology set out by DfT.

Future developments in SYSC business

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

Increasing the number of community concern sites that are receiving attention and enforcement.

Assisting in the coordination of community “Speed Watch” events and liaising with Local neighbourhood Policing teams to target speeding vehicles on urban and rural routes

Introduced Special Constables to the safety camera unit to work predominantly on community concerns sites, providing high profile enforcement to increase community confidence.

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
SYPT	South Yorkshire Passenger Transport Executive
SYSC	South Yorkshire Safety Cameras