

# SOUTH YORKSHIRE SAFER ROADS PARTNERSHIP

MAKING SOUTH YORKSHIRE ROADS SAFER  
THE WAY FORWARD

AN EDUCATION, TRAINING AND PUBLICITY  
ACTION PLAN FOR 2012-15



MAKING SOUTH YORKSHIRE  
**ROADS SAFER**

**southyorkshire**  
local transport plan



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# EXECUTIVE SUMMARY

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## THIS PLAN HIGHLIGHTS WHY WE ARE DOING WHAT WE ARE DOING

In an environment where resources are limited, the Plan sets out how we can be more effective in our Education, Training and Publicity (ETP) delivery by being data led and evidence driven. Best practice and a trawl of research reports nationally and internationally has informed, and will continue to inform, the activities outlined.

The Department for Transport's (DfT) 2011 'Strategic Framework for Road Safety' and our 'Making South Yorkshire Roads Safer' strategy highlight the need for an increased emphasis on education, training and behavioural change work. Over 95% of casualties result from human error or misjudgement. ETP activity addresses this and is a cost effective intervention.

ETP in South Yorkshire is under resourced when compared to Local Government Association guidelines and in 2010/11 ETP staffing levels in Doncaster and Barnsley were reduced by some 75% and in Rotherham by 45%. Activity will be limited as a consequence and it is important to squeeze the most out of, and target, the resources we have.

Opportunities have been taken to increase capacity through, for example, the County-wide Road Safety Initiatives Fund, charges from Driver Improvement Courses and the Local Sustainable Transport Fund (LSTF). This has been allied to working in a more co-ordinated way with sustainable travel teams, the Police, Fire and Rescue and Health Services. The Community Safety Lifewise Centre now acts as a base for the SRP countywide team and will be further developed as a useful environment and catalyst for joint work.

## THE PLAN FOCUSES ON WHO WE WILL BE TARGETING

Over the last few years, casualties in most road user categories have fallen significantly, particularly for children. However, children have been, and continue to be, a key target group for ETP activity.

Analysis of data shows that car drivers, pedestrians, powered two wheeler (P2W) riders and cyclists predominate in road casualties. These groupings are further broken down into 10 more precise target groups:-

- Young Drivers (17-24)
- Driving for Work
- P2W > 125cc
- P2W < 125cc
- Adult Cyclists
- Child Cyclists (up to 15)
- Young Adult Pedestrians (17-24)
- Secondary School Age Pedestrians (11-16)
- Primary School Age Pedestrians (5-10)
- Pre-School Age

Social marketing and profiling tools, such as MAST, will be used to determine in more detail who is most at risk and how we can reach them. Closer work with the Police to use expertise in profiling criminal behaviour will be applied to the road safety behaviour change work.

## THE PLAN LOOKS AT WHERE WE WILL BE TARGETING THE INTERVENTIONS

The top twenty postcodes of where most casualty groups live have been identified.

Seven of the key groups road users groups involve children or young people and by focussing on the schools or colleges in postcodes with the highest casualties we are most likely to be addressing those most at risk. Each district is divided significantly in terms of casualties with some postcodes within a district having significantly higher casualty rates than others. Proportionate to population, there is an even split of 'worst' postcodes across all districts in South Yorkshire.

The Plan recommends a focus on delivery in high priority areas with the provision of resources for teachers to use themselves available to the lower priority areas.

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## THE PLAN GOES ON TO EXPLAIN WHAT WE WILL DO

Research across all of the target groups indicates that on-going activity is far more effective than 'one-off' interventions, highlighting the need to draw our interventions together across the SRP more effectively into a cohesive package for each target group.

The link between past, current and future road safety input where messages are consistently reinforced and repeated in age appropriate ways is important. The Plan is very much 'work in progress' and needs to continue to be informed by research and evaluation

Building on work done by Cornwall County Council, we have cross-referenced a number of recognised behavioural change techniques with our ETP activity in order to highlight whether existing work or new work is more likely to lead to a change in behaviour. In many cases we wish to reinforce good behaviour rather than change it.

Behavioural change techniques can be relatively easily introduced by slightly adapting our existing presentations. For example, young driver recommendations include:-

- Allowing more discussion regarding other people's views on their driving;
- The impact on family and friends if they were seriously injured;
- Encouraging young people to make resolutions relating to their behaviour;
- Discussion of the barriers to safe behaviour; and
- How young people themselves think that they could overcome them.

It also recommends follow-up work including prompts, notices, posters, displays etc. that remind people of the issues and their commitments.

We will use more learner-centred and coaching techniques as used in the Learn Safe Drive Safe project and will develop more hazard perception training for young drivers.

The work targeting secondary and primary schools and pre-school age pedestrians draws on best practice in the field of education relating mainly to effective learning techniques. The Plan recommends the use of techniques which recognise different children and young people's learning styles rather than a 'one size fits all' approach, encouraging children and young people to think for

themselves, conduct their own research and develop real life projects such as running a road safety campaign.

It is also important to tailor activities to the right age group. For example, research shows that crash scenes and risk taking video clips often have the opposite to the desired effect for young males who are attracted to thrill seeking behaviour.

**Finally, the plan sets out ACTION PLANS for each of the 10 themes identified**

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# 1. INTRODUCTION

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- 1.1 Road safety is a skill for life and the multi-disciplinary ETP teams strive to work across the ages to support people to behave more safely on the road. This document is designed to support and supplement 'Making South Yorkshire Roads Safer : A Safer Roads and Casualty Reduction Strategy'. Under the auspices of the former Integrated Transport Authority (now the Barnsley, Doncaster, Rotherham and Sheffield Combined Authority), the Road Safety ETP Action Plan has been developed by the SRP - a multi-agency group consisting of senior representatives from:-
- South Yorkshire Police (including South Yorkshire Safety Cameras)
  - The four Local Highway Authorities of Barnsley MBC, Doncaster MBC, Rotherham MBC and Sheffield CC
  - Public health bodies
  - South Yorkshire Fire and Rescue (SYFR)
  - South Yorkshire Passenger Transport Executive (SYLTE)
  - Highways Agency
  - Yorkshire Ambulance Service
  - Peak District National Park
  - University of Sheffield
  - South Yorkshire LTP Central Team
- 1.2 The Action Plan is intended to be flexible and non-prescriptive and will be reviewed annually as part of the overall LTP3 review processes. The Plan sets out the ETP priorities for the coming three years based on evidence of what is most in need of doing, what is most likely to work and what is already running successfully.





## 2. WHERE WE ARE NOW

2.1 Analysis of casualty data over the last 30 years or so demonstrates that we have performed well across South Yorkshire. There were peaks and troughs in individual Districts but overall, during the 1980s and early to mid 1990s, there was good performance. This meant that the national baseline figure on which targets were set [the 1994-98 average] was smaller and, as a consequence, future targets were much harder to achieve. Reductions in casualties flat-lined in the late 90s to mid 2000s but good progress has been made since then.

Below are tables that detail percentage reduction on Killed and Serious Injured (KSI) All and Child KSI from the 2005-09 average baseline up to the end of the reporting period in 2013. For all and child KSI casualties, the percentage reduction in South Yorkshire has failed to keep pace with the national percentage reductions.

Table 1: Reported KSI casualties

ALL KSI								
	2005-09	2008	2009	2010	2011	2012	2013	%age
Barnsley	109	112	83	67	80	96	81	-26
Doncaster	145	165	144	149	143	117	118	-19
Rotherham	99	97	93	59	85	86	113	14
Sheffield	254	211	210	160	163	180	169	-33
South Yorkshire	608	585	530	435	471	479	481	-21
Great Britain	30,041	28,572	26,912	24,510	25,023	24,793	23370	-22

Table 2: Reported child KSI casualties

CHILD KSI								
	2005-09	2008	2009	2010	2011	2012	2013	%age
Barnsley	17	21	14	8	11	13	8	-53
Doncaster	16	14	15	19	25	19	10	-38
Rotherham	14	13	8	4	10	14	17	21
Sheffield	33	24	26	29	28	28	27	-18
South Yorkshire	81	72	63	60	74	74	62	-23
Great Britain	3,067	2,807	2,671	2,502	2,412	2,271	1980	-35

2.2 Data shows that across the whole of South Yorkshire, young drivers are over-represented in collisions and that motorcycle and pedal cycle casualties are also increasing. Child casualty rates decreased from the 94-98 baseline figure of 146 to 60 KSI in 2010, a record low and 59% reduction in the 10 year monitoring period set by Government, exceeding the target of 50%. However, child casualty figures have increased in 2011, 2012 and 2013 leading to the continuation of our efforts to ensure that children receive relevant road safety messages via the range of ETP activity that we deliver.

2.3 The LTP3 Strategy puts greater emphasis on ETP activity as a tool to reduce casualties. Under the auspices of the South Yorkshire SRP, a Safer Roads Education Manager leads on strategy, overall targeting, resource and funding allocation and evaluation of effect for all ETP work. Four countywide road safety officers are now in post to work with the local authority road safety teams with two officers delivering activity in schools and one undertaking community engagement activity in line with countywide priorities. A fourth officer is responsible for project development including progressing ideas to bid stage and working up road safety campaigns. A co-ordinator has been appointed to roll out the Junior Road Safety Officer scheme to primary schools across South Yorkshire. A Communications Officer also coordinates publicity, marketing, sponsorship and campaigns activity.

Table 3: Local authority ETP staff numbers are currently below guidelines

Local Authority	Population (%)	Recommended Number of RSOs <sup>1</sup>	Actual Number of RSOs (2011)
Sheffield	43	9	8 <sup>2,3</sup>
Doncaster	22	5	0 <sup>2</sup>
Rotherham	19	4	1.2
Barnsley	16	3.5	2

1 Recommended in Local Government Association Guidelines based on population

2 Does not include child pedestrian trainers – Doncaster has 3 full time term time only pedestrian and cycling (Bikeability standard) trainers and Sheffield has 2 part time term time only plus a pool of casual staff.

3 Includes 3 FTEs in Sheffield who work on a countywide basis and are funded from LSTF

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- 2.4 The work in schools includes classroom sessions and assemblies with age and national curriculum relevant content using a wide range of resources to deliver a variety of different road safety messages. Practical road-side pedestrian training has also been undertaken and theatre in education targeted at those schools in areas with higher casualty rates. Ninety eight percent of primary schools across South Yorkshire attend 'Crucial Crew', which delivers personal safety messages to Y6 students (aged 10/11 years) via the Lifewise Centre. Work in secondary schools includes distribution of the newly available Collision Learning Resource Pack which is targeted at Y11 as part of Personal, Social and Health Education (PSHE).
- 2.5 The SRP motorcycle intervention officers have developed a suite of initiatives for powered two wheeler riders; from presentations and skills development sessions for young scooter riders, Biker Down first on scene, first aid instruction, through to more advanced motorcycle training for those on higher powered machines, offered in conjunction with local providers. The motorcycle intervention officers continue to engage with powered two wheelers of all ages through colleges and youth training organisations, employers, retailers, P2W clubs and meets to convey appropriate road safety messages.
- 2.6 Young drivers continue to be one of our target groups as a result of the poor collision record for this group of road users. Again, a suite of interventions is available for young people via schools and colleges to highlight the particular risks faced by young and novice drivers and encourage young people to consider the consequences of their poor decisions and unsafe behaviour. We have developed a number of behaviour change modules and trained approved driving instructors to deliver these as part of the driving lesson. The resulting Learn Safe, Drive Safe project has been rolled out in other areas across the country and is currently being expanded in South Yorkshire to include e-learning modules, the use of black box technology and subsidised post test driving lessons.
- 2.7 A communications strategy has been developed setting out the different methods of communications we will use to engage with different road users groups and sections of the community. It seeks to standardise our approach to communications with members of the public and improve internal communications within the SRP itself. The overall aims of the Communications Strategy are to raise the profile of the SRP and the work that we do; influence attitudes and bring about changes in behaviour which result in safer road use.
- 2.7 We are fortunate to have people working in ETP in South Yorkshire who are highly experienced, committed to their work and passionate about what they do. Their work is data led and focuses activity in those geographic areas where most casualties reside or on those road user groups who are involved in most collisions, in line with the priorities set out in this ETP Action Plan. We are also doing more to assess the effectiveness of interventions to ensure that the activity we are delivering has maximum impact on the target audience.
- 2.8 Casualty data is given in more detail in the 'Making South Yorkshire Roads Safer' strategy which is updated annually. This clearly shows that by far the biggest contributor to casualty rates is the car. The definition of a car casualty is one of either car driver or passenger who has been injured in a collision that the vehicle in which they are travelling in has been involved.
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2.9 The next highest category is pedestrians. These can be injured by any vehicle using the highway. In reality the majority of these casualties are a result of a collision involving a car. The next highest in KSI terms are motorcyclists. It should be noted that motorcycles only generate around 1% of the overall traffic volumes that occur on the roads therefore there is a high risk rating for riders/passengers. The final category to highlight is pedal cyclists, which in KSI terms has seen a small but steady rise in the last few years.

A 'Risk Rating' based on information gathered in UK by DfT can be carried out. Although not specifically based on South Yorkshire data it can be viewed as a realistic illustration of the current situation.

#### **Relative risk of different forms of transport, Great Britain: 2013**

*Table 4: Rate per billion km travelled*

	Killed	KSI
Car driver	2	24
Pedestrian	34	463
Pedal Cyclist	34	1,036
Motorcycle rider	119	1,853

Source: Road Safety Statistics, DfT (2008)

<sup>1</sup> 2013 National Travel Survey data used to calculate 2013 pedestrian rates. NTS data Based on England only resident sample.



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## 3. WHERE WE WANT TO BE

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3.1 Our progress has been good. However, we are not complacent. The trend and continued reductions will be harder to maintain and this, coupled with declining resources, means we have to innovate and find more effective ways to meet our goals and the broader transport aims.

3.2 There is a strategic shift towards a greater focus on ETP activity and its contribution to behavioural change. This is reinforced in the Sheffield City Region (SCR) Transport Strategy 2011-2026 and the associated 'Making South Yorkshire Roads Safer' business plan. The DfT's Strategic Framework for Road Safety published in May 2011 also focuses on the need for more educational, training and behavioural change activities.

3.3 Further work will be driven by data and the knowledge of the problems that we have. Stats19 data supplied by South Yorkshire Police will be supplemented by additional datasets that will become available through partnership working with other agencies such as the Health Service. Work will focus on key road user groups. So that activity can be effectively targeted, 10 more precise groups have been identified and all effort will be geared to ensuring casualty rates decrease amongst these road user groups:-

- Young Drivers (17-24)
- Driving for Work
- P2W > 125cc
- P2W < 125cc
- Adult Cyclists
- Child Cyclists (up to 15)
- Young Adult Pedestrians (17-24)
- Secondary School Age Pedestrians (11-16)
- Primary School Age Pedestrians (5-10)
- Pre-School Age

3.4 Action Plans for each of these groups are attached as Appendices 1 - 6. Some have been combined to avoid repetition.

### **Making South Yorkshire Roads Safer and LTP3 Aims and Targets**

3.5 Our objectives, forecasts, milestones and key performance indicators to 2020 are contained within the revised 'Making South Yorkshire Roads Safer' strategy approved by the SRP in August 2011 and updated annually

### **Opportunities/Links with Sustainable Travel**

3.6 Our main objective remains casualty reduction. However, we recognise that, in order to maintain the excellent progress we have made recently, we need to adapt our approaches and broaden our remit to link more closely with public health and sustainable travel agendas.

3.7 The SRP has benefitted from Local Sustainable Transport Funds (LSTF) as part of the early key component programme, providing monies to support the P2W action plan and campaigns activity. In July 2013 South Yorkshire was fortunate to receive £24.6m of funding as part of the LSTF main bid. Via the LSTF main programme, the SRP received £1.3m up to March 2015 for various projects including those to promote eco-safe driving to businesses and young drivers, travel planning for young people, encouraging parents to walk more for the journey to school and on to work and further safe and sustainable travel campaigns. Further LSTF funding has been secured for 2015/16 to continue delivery of some of the SRP projects. More details about these schemes are included in Appendix 7.

3.8 A key element of the work would be to bring together more effectively behaviour change activities which both make travel safer and more sustainable.

### **Closer working with other agencies**

3.9 The Public Health White Paper 'Healthy Lives, Healthy People' proposed a roll out of Health and Well-being Partnership Boards across the country. Casualty reduction falls within the remit of these Boards which became operational on 1 April 2013. The SRP commented on the draft Health and Wellbeing Strategies for each of the local authority areas and steps will be taken to forge closer links with these bodies, the South Yorkshire Directors of Public Health network and the National Institute for Health and Care Excellence (NICE). Examples of how joint working could be progressed include developing joint materials for use within the PSHE curriculum, joint awareness raising linked to the Healthy Schools agenda, closer work with Health Champions and Expert Elders, the continuation of joint work relating to alcohol and drugs awareness and its relevance to road casualty reduction. We should also be more involved in Health's strategic

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commissioning process. An important part of the public health agenda relates to tackling inequalities. Road traffic casualties have a particularly strong correlation with deprivation. As we will be prioritising our work in the areas with the highest casualty rates, it will assist in reducing these health inequalities.

- 3.10 Close work has been taking place for many years with the SYFR and South Yorkshire Police and is facilitated by the co-location of the SRP countywide staff and the Safer Roads Education manager at the Lifewise Centre, together with the Police and Fire community safety departments. Many initiatives are delivered jointly, as outlined later in the document, and community engagement activity often involves a range of officers from the different agencies working in partnership. Since 2012 we have worked more closely with the Yorkshire Ambulance Service and they have assisted the SRP with numerous campaigns, events and projects.

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## 4. HOW WE ARE GOING TO GET THERE

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- 4.1 We will utilise and build on the principles and techniques applied successfully to crime and fire prevention, by applying them to collision prevention and reducing risk. This will inevitably lead to more emphasis on the 'whom to' and 'why' collisions happen, more robust and transparent prioritisation and better targeting of effort and resources.
- 4.2 This will support our philosophy that we need to move from just treating locations where some have already been injured to systematically identifying the specific causes and high risks and applying actions that are most likely to address these, thereby preventing injuries in the years ahead.
- 4.3 A theme lead has been established for each of the ten key target groups outlined above. With support and guidance from the SREM, each theme lead undertakes the following in relation to their specialist field:-
- Lead on county-wide initiatives and LSTF activities relating to their theme
  - Review the priority road user action plans on an annual basis
  - Be aware of initiatives taking place across South Yorkshire and signpost any enquiries accordingly
  - Apply research findings and make recommendations for ETP delivery
  - Find out from other areas what they have been doing that seems to work
  - Find out what activity in the field has already been evaluated
  - Ensure delivery fits with local and national strategic steers
  - Prioritise where delivery takes place based on casualty and other intelligence data provided by the South Yorkshire Safer Roads Data and Research Officer
  - Coordinate implementation of the recommendations
  - Evaluate the work
  - Develop a communications and sponsorship campaign to complement the activity in conjunction with Communications Officer.
- In return for the countywide support, partners who are developing or delivering activity for key road user groups are asked to:
- Make the respective theme lead/SREM aware of any initiatives that partners are looking to develop to ensure that there is no duplication of effort and alignment with other projects being delivered in South Yorkshire, regionally and nationally as appropriate
  - Consider the geographic delivery of initiatives, targeting priority post code areas in the first instance
  - Ensure the use of consistent and complementary messages as part of the development of any initiatives/campaign materials
  - Promote the work of the Safer Roads Partnership where appropriate as part of the development and delivery of initiatives
  - Use the SRP logo in accordance with guidance and advice issued by the Communications Officer/SREM
  - Keep the theme lead/Practitioners Group updated with progress on the delivery of initiatives
  - Provide details of interventions being delivered, for inclusion in the joint activity database, by sending information to [roadsafetyactivity@southyorks.pnn.police.uk](mailto:roadsafetyactivity@southyorks.pnn.police.uk)
  - Share any evaluation data from initiatives with the theme lead/SREM and the wider Practitioners Group.
- 4.4 Economies of scale can be harnessed by projects operating county wide which address the most common causalities and user groups. Countywide Road Safety Initiatives have previously been developed, utilising funding from LTP and a further countywide programme of activity has been funded with the use of LSTF and speed awareness course referral fees money accessed via the SRP budget.
- 4.5 The aim is to have interventions which can be built upon and which inter-link so that for example the skills that someone learns when very young regarding holding hands with a grown up when walking along the pavement are followed through with messages about crossing the road safely, cycling safely and driving safely. We will continue to build on skills, knowledge and understanding, as teachers do in most subjects, promoting road safety as a skill for life.

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## Work with Schools

- 4.6 We will build on success in working with schools. We will demonstrate how well we can deliver road safety education using innovative as well as recognised educational and training techniques which adapt to different learning styles.
- 4.7 Our more targeted and data led approach means that we will focus our educational activity in schools which have a great variety of demands on their time. Schools in areas with higher casualty rates are very often those with high levels of gun and knife crime, anti-social behaviour, obesity, and teenage pregnancies. We need to continue to impress upon schools that road casualties are a particularly serious problem quoting that some 50% of all children injured are on the road and provide bespoke evidence for each school of the need for road safety education. Agencies dealing with the other issues are all also trying to get their messages across to the same schools. This makes our task of encouraging schools to give up time in the curriculum to road safety harder and makes it even more crucial to work effectively with other agencies via the 'One Message/One Menu' approach.
- 4.8 Given the competing demands, we should continue to be as flexible as possible with schools by looking at their needs and specific problems to provide a tailored service. This will consist of taking a Partnership approach and seeking to meet personally with all heads to explain what we could offer and how we could be flexible to meet their needs in our delivery. A protocol will be developed outlining how the different agencies can work more effectively to promote a wide ranging package of interventions.

## Communications and Publicity

- 4.9 The SRP Communications Strategy sets out the annual campaigns and events calendar. The campaigns schedule links with the DfT Think! campaign calendar and ACPO enforcement initiatives which are delivered by the Roads Policing Group. The Strategy sets out a protocol for the preparation, approval and issuing of press releases to promote newsworthy initiatives. As social media becomes an increasingly popular method of communication we have developed a schedule of topics for Twitter messaging, have

set up a Facebook page and are continually updating and enhancing the content on the road safety pages of the Lifewise999 website. The Communications Strategy also highlights the need for a sponsorship protocol which is being developed and will be considered by the Safer Roads Partnership. The protocol will set out the circumstances under which the SRP will accept sponsorship and/or consider providing sponsorship of initiatives or third parties.

## Opportunities through Lifewise

- 4.10 Lifewise is an interactive learning centre for South Yorkshire communities, developed by South Yorkshire Police and South Yorkshire Fire and Rescue. Featuring a purpose-built set, it is used to educate visitors about safety and citizenship with the ultimate aim of reducing crime and improving quality of life. Road safety interventions delivered at the Centre include the road safety scenario delivered to Y6 school children as part of Crucial Crew, a collision investigation scenario for young people, Driving for Better Business/corporate responsibilities for businesses who have staff driving for work, Drive Safe for drivers over 60 and Scooter Safe for mobility scooter users, as well as bespoke and one off events. The set at the Lifewise Centre has also been used for filming various productions and photo opportunities to promote road safety.
- 4.11 Evidence indicates working in collaboration with other agencies is more effective. Local Authorities, Police, SYFR and Health stakeholders are important partners in delivering road safety solutions. The Lifewise Centre offers an opportunity to build skills and knowledge via realistic, scenario-based learning to develop and deliver key messages in relation to personal safety, road safety, crime prevention and well-being to all in our communities enabling them to make informed choices and decisions in everyday life. This is in line with the multi-agency nature and objectives of the SRP by taking a pluralistic approach to road safety through community based public health.

## Behavioural Change/Cultural Change

- 4.12 Evaluating ETP activity is challenging. The evidence base is much stronger with regards to proven behavioural change theory and the techniques



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which evolve from this. These have been used for many years in the public health sector.

- 4.13 We will draw on research to inform our activity. The DfT's May 2011 Strategic Framework for Road Safety states:-

*"Better and targeted education that draws upon behavioural science will be important.... it is acknowledged that there is still a need for on-going research to support local delivery, for example in understanding high risk groups, behaviours and places and how to encourage people to make the right choices. There is also a need to identify what works such as effective enforcement and educational interventions through assessments of these impacts on behaviours, skills and attitude".*

- 4.14 We do not always wish to change behaviour but we do want to ensure that safer behaviour and attitudes are reinforced. For example, in fact most young people have good attitudes and intend to drive safely. Many 17 year olds living in high casualty areas will now have experienced regular road safety interventions from the time they entered primary school until their mid teens.

- 4.15 All our current activity will be listed in relation to the Behaviour Change Techniques (BCTs) used. Not all of the techniques will be required although it would be useful to consider developing activities which use techniques that are currently not employed. Further details are included in each priority theme's Action Plan. See Appendices 1 - 6. During 2014 a number of interventions have been audited to assess the BCTs currently being delivered and recommendations have been implemented to introduce further techniques to enhance the interventions.

- 4.16 Researchers have developed standard definitions for 40 BCTs that are based upon a number of behaviour change theories. Each theme lead will identify the BCTs used in ETP interventions for their theme. This should encourage reflection on the match between the aims of an intervention and the BCTs employed. It may be possible to achieve longer lasting change, or improved rates of change, by including a wider range of BCTs. For example, if the aim of an intervention is to influence long-term behaviour change, then techniques which input knowledge may not be enough. The addition of those BCTs that involve planning, supporting and

rewarding change may increase the effectiveness of an intervention. This technique will be used as a tool to help develop further recommendations as we move forward.

- 4.17 **Appendix 8** references all of the literature and articles which inform this chapter and the wider Action Plan.



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# APPENDIX 1: ACTION PLAN FOR ADULT AND CHILD CYCLISTS SAFETY

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## BACKGROUND AND RESEARCH

### Cycling collisions

- A1.1 Every year in this country around 17,000 cyclists are killed or injured in reported road traffic collisions, including 2,500 who are killed or seriously injured. These figures only include the number of cyclists killed or injured reported to the police and recorded under the STATS19 process. It is well established that many cyclist casualties are not reported to the police. Although the number of deaths will be accurate, national evidence indicates that there could be two or three times as many seriously injured cyclists and double the number of slightly injured. This is supported by initial research carried out on South Yorkshire Health Episode Statistics (HES) data by the University of Sheffield SCHARR unit (See various reports by Professor J Nicholl to SRP in 2010).
- A1.2 Males are more likely to be involved in cycling incidents. Four out of five cycling casualties are male.
- A1.3 Most cycling incidents occur in urban areas, which is where most cycling takes place. Almost two thirds of cyclists killed or seriously injured were involved in collisions at, or near a road junction, with T-Junctions being the most common. Roundabouts are also particularly dangerous junctions for cyclists.
- A1.4 Cycling Collisions Summary:-
- Around 75% of fatal or serious cyclist incidents occur in urban areas
  - Around half of cyclists fatalities occur on rural roads
  - 75% happen at, or near, a road junction
  - 80% occur in daylight
  - 80% of cyclist casualties are male
  - Almost one quarter of the cyclists killed or injured are children
  - Around three quarters of cyclists killed have major head injuries.

### Types of collisions

- A1.5 Collisions involving child cyclists often result from playing. For teenage and adult cyclists they are more likely to involve collision with a motor vehicle. The most common vehicle involved in collisions with cyclists is a car or taxi, with the rider usually being hit by the front of the vehicle. In a quarter of fatal cyclist collisions the front of the vehicle hit the rear of the bicycle.
- A1.6 HGVs are involved in around 20% of deaths involving a cyclist. About a quarter of collisions resulting in serious injury involve an HGV, bus or coach passing too close to the rider.
- A1.7 Summary of Common Cycling Contributory Factors:-
- Motorists emerging into path of cyclist
  - Motorist turning across the path of cyclist
  - Cyclist riding into the path of a motor vehicle, often riding from footway to carriageway.
  - Cyclist and motorist going straight ahead
  - Cyclists turning right at junctions
  - Child cyclists playing or riding too fast.
- A1.8 Observations from South Yorkshire data:-
- 80% of people involved in cycle collisions are male (South Yorkshire data similar to National)
  - Sheffield cycle collision data is more similar to the national data compared to the other South Yorkshire Authorities. Barnsley, Rotherham and Doncaster all have higher rates of child collisions.
  - Sheffield has higher numbers of 25 – 41 year olds injured. (possible higher numbers of adult commuters)
  - Need for awareness campaign based around 'Failed To See' targeting both cyclists and drivers.

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## How do we address these collisions?

- A1.9 Some aspects of cycling safety are addressed through infrastructure or other improvements, while others are the responsibility of cyclists themselves. Particularly (but not only) in areas with relatively low cycling numbers, some cyclists may see their bike as a form of recreation rather than as a mode of transport and may not understand their responsibility in traffic situations. Safe cycling campaigns involve education, encouragement and support of safe behaviour on a bicycle.
- A1.10 Safe cycling campaigns can take a variety of forms:-
- the ability of the cyclist to cycle safely
  - the visibility of the cyclist to other road users
  - the road worthiness of the bicycle itself
  - the safety of the environment around the cyclist.
- A1.11 In places where people generally have a clear understanding of the bicycle as a means of transport, safety campaigns are not so necessary although a visibility campaign in the autumn, for example might serve as a useful reminder of the need for lights and hi-vis clothing.
- A1.12 Potential partners:-
- Schools
  - Police
  - Local Authority
  - Bike shops
  - Local Cycling organisations
  - The media
  - Bike mechanics.
- A1.13 Success factors and barriers:-
- For school campaigns, buy-in from parents and schools is essential for success;
  - A visibility campaign is most effective in the autumn when days start getting shorter and casualty rates increase;
  - A bike road worthiness campaign is probably best run during afternoon commute times rather than the morning;
  - Spring is a good time of the year for campaigns, when people start to think of cycling after the winter period.
- A1.14 Actions should not discourage cycling, but rather encourage safe cycling behaviour. For example

helmet laws and helmet campaigns may seem obvious but mandatory helmet use places another barrier in the way of potential cyclists, is difficult/impossible to enforce, perpetuates the victim blaming culture, does nothing to make the cycling environment safer and might lead to the impression that cycling is a dangerous activity. Notwithstanding this, the Safer Roads Partnership recommends that cyclists wear a correctly fitted cycle helmet.

## Cycle education and training

- A1.15 Education about cycling can take two forms:-
- educational schemes and campaigns which inform people about, and promote, the benefits of and issues concerning cycling;
  - educational programmes which provide information on road safety skills.
- A1.16 Both of these approaches are widespread and well-established in some European countries. In the UK, the average adult receives 25 hours training and is examined before being permitted to drive on the roads. In comparison, most cyclists, who use the same roads, are given no formal training.
- A1.17 There are three key elements/requirements of an education programme:-
- Need to tackle the behaviour of both cyclists and motorists,
  - Need to support enforcement,
  - Need a long-term role, people's habits must be reinforced or they are likely to revert.

## Educating Adults

- A1.18 Adult cycle training has an important role both in encouraging non-cyclists to consider cycling and also, in improving road safety skills of both those who already cycle and those who do not.

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## Educating children

- A1.19 Educating children and other vulnerable road users is important in teaching the inexperienced how to cycle safely in an environment which is typically hostile to their needs. Training should seek to help children interact with traffic rather than trying to reduce contact with it.
- A1.20 Past research has shown that training can improve children's cycling behaviour (for a certain length of time at least). The research also suggests that improvement in cycling behaviour diminish over time and

## Educating other road users

- A1.21 Education on cycling should not merely be targeted at cyclists. Safety is also affected by the behaviour of other road users. Hence, information campaigns need to target these groups so as to increase non-cyclists' awareness of cyclists' rights on the road, needs and behaviour, thereby maximising safety.
- A1.22 Many cyclists are victims of inappropriate motorist behaviour. It is important to educate motorists as soon as they learn to drive. Road safety officers can play a role in ensuring that motorists drive in ways that will not endanger cyclists via publicity campaigns aimed at making motorists more aware of cyclists and targeted driving courses or training for example.
- A1.23 In turn, all road users must be made aware of the traffic-perspective of all other road users, for example, understanding how children perceive traffic and danger. Cyclists must also be made aware of the perspectives of other road-users, in particular the difficulties motorists might face, how difficult it might be to see them in a dark, rainy situation, for example.
- A1.24 All road-users must be made aware of both their own safety and the safety of others. Through road safety plans and travel and publicity campaigns, road-users should be made aware of the importance of behaving and travelling in ways that will not endanger themselves or others. Individuals must be informed of the role they can play in contributing to their own safety and the safety of others.

## Table of actions to improve cyclist safety

- A1.25 For all actions, BCTs will be considered. It is also expected that for all future work and interventions Road Safety Practitioners will work closely with Sustainable Transport Officers, Bike Boost Officers, and consult with local cycle forums and cycling organisations. Also, all campaigns and initiatives will be data lead across the County.
- A1.26 Ideas previously suggested via a workshop hosted by the theme lead have been considered and progressed where possible. As a result we are now working more closely with local cycle retailers to help us to convey road safety messages. We have also worked with design students in colleges to create new designs for cycle helmets which would be more attractive to young people. Going forward we shall be exploring the options for promoting cycle helmet use, especially encouraging parents to promote cycle helmet wearing to their children. We will work with retailers and contact manufacturers to see how they can support us in the project. We shall also explore options for engaging with local cycling personalities to help us in promoting road safety. In 2014, we promoted cycle safety at a range of cycling events inspired by and related to the Tour de France Grand Depart in Yorkshire.

*Table of Actions to Improve Cyclist Safety*

Activity	To Whom	By Whom	When	Resources
Distribute hi-vis vests to adult cyclists across South Yorkshire as part of the Be Bright, Be Seen campaign	Adult cyclists	Theme lead	Autumn 14	LSTF funding
Cycle lights campaign linked to promotion of hi-vis clothing/accessories	All cyclists	Theme lead	Autumn 14	LSTF funding
Liaison with the South Yorkshire Cycling and Active Travel Co-ordinator to ensure consistent promotion of road safety messages	All cyclists	Theme lead/SREM	Ongoing	Existing resources
Promotion of cycle awareness e-learning module to young drivers and business drivers	Drivers	Theme lead/Comms officer	By December 14	LSTF funding
Activity to promote the dangers of blind spots around large vehicles working in conjunction with local haulage/distribution companies	All cyclists	Theme lead/CRSO/Comms Officer	Ongoing	Existing resources
Investigate demand for additional Bikeability level3 training to be offered across South Yorkshire and bid for funding as appropriate for level 3 training	Young cyclists	Theme lead/SRP Central Team	By December 14	Existing resources
Explore and promote the provision of adult cycle training across South Yorkshire in conjunction with LSTF activity	Adult cyclists	Theme Lead/LSTF Cycling Officers	Ongoing	Existing partner resources
Explore options and deliver activity to work with businesses to raise awareness of the needs of cyclists amongst staff who drive for work	Businesses	Theme lead/CRSO	Ongoing	Existing partner resources
Develop a targeted campaign to address key contributory factors in collisions involving child cyclists	Child cyclists	SRP Central Team/Comms Officer/RSOs	Spring 15	LSTF funding
Better promotion of Bikeability in high priority schools by CRSOs to increase take up of Bikeability training for Y6 pupils	Child cyclists	CRSOs	14/15 academic year	Existing resources
Cycle safety promotion at major cycling events	All cyclists	Theme lead/ SRP Central Team/ Comms Officer	Ongoing	LSTF funding via campaigns
Appropriate cycle safety messages to be displayed on VMS signs across South Yorkshire to co-incide with relevant events and campaigns	All road users	Theme lead/Comms Officer	Ongoing	Existing partner resources
Campaign to promote cycle helmet wearing, exploring options for working in conjunction with local retailers to offer reduced price helmets	All cyclists, especially child cyclists	SRP Central Team/Comms Officer/ RSOs	Spring 15	LSTF funding via campaigns

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# APPENDIX 2: ACTION PLAN FOR P2WS AND MOTORCYCLISTS

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## BACKGROUND RESEARCH, CASUALTY DATA AND STATISTICS

### Influences that especially affect young people's riding

- Lack of experience
- Age
- Gender
- Over-confidence in abilities
- Poor hazard perception
- Physical and mental development
- Lifestyle and social attitudes
- Alcohol and drugs
- Expression
- Thrill seeking riding styles
- Opportunistic and reactive speeding
- Peer influences
- Parents
- Deprivation.

A2.1 There were 304 powered 2 wheel (P2W) vehicle users (i.e. motorbike/ moped users) injured on the roads in South Yorkshire during 2013. There has been a slight increase in the number of casualties injured since 2010, which recorded an all-time low. However, the overall trend in casualties is still down. The majority of casualties to P2W users are aged between 16-18 years on a machine of engine size 125cc and below. Males make up 90% of all casualties on powered two wheels. In addition, there appears to be a tendency for "Born again Bikers" to be injured in their mid thirties to 50 year old age range.

A2.2 Based on mileage travelled, a motorcyclist is 57 times more likely to suffer injury on the roads than a car driver. Motorcyclists account for only 1% of road users but are involved in some 20% of road traffic collisions.

A2.3 75% of rider casualties occur from a collision with another vehicle, most often a car and most often at a junction. Motorcycles are small and manoeuvrable and so may seem to appear from nowhere in traffic.

A2.4 The two dedicated SRP motorcycle intervention officers, based within SYFR, came into post in April 2012. In their first year of operation they established a range of contacts encompassing both young scooter riders and older "Born again Bikers" and started to develop the tools to deliver effective and targeted road safety messages to the various

audiences. From April 2013, following a change in personnel, it was decided to have one motorcycle intervention officer available to work for 12 months of the year with the other officer only working for 6 months of the year to cover the main motorcycling season from April to October.

A2.5 For a variety of reasons, it has not been possible for the motorcycle intervention officers to deliver CBT+ training to young riders and difficulties have been encountered in working with the Wheels to Work project to offer enhanced riding. However, alternative interventions and contact with riders was undertaken and in 2012/13 it is estimated that the officers engaged with in excess of 6,000 P2W riders, and on a personal one-to-one basis in the region of 1,200 riders, to deliver road safety advice and information. In addition the motorcycle intervention officers attended over 100 bike events and actively engaged with P2W riders as well as other road users.

A2.6 A suite of interventions is now available and further initiatives are in development for use by the motorcycle intervention officers, delivering road safety advice and skills training to P2W riders at various levels. The officers continue to build links with local motorcycle groups and riders and are working with retailers to promote road safety as part of their open days and through the distribution of road safety packs for riders who are buying new machines. In particular young scooter riders are being targeted to encourage them to wear the correct protective clothing and a helmet.

A2.7 Temporary signage to warn riders and other road users on routes where P2W collisions is erected between April and October to co-incide with the main motorbike season. In 2014 new Shiny Side up Biker Beware signs were purchased and signage was targeted on a smaller number of key routes which have been identified based on their P2W casualty record.

A2.8 Additionally, research highlights the need to take three approaches to reduce the casualty rate relating to young riders namely:-

- Behavioural Change Techniques
- Learner Centred and Coaching Approaches
- Hazard Perception Techniques/riding styles/visibility/protective clothing.

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A2.9 The Action Plan outlines how we could use these approaches and includes many innovative ideas.

### **Approach 1: Recommendations Using Behavioural Change Techniques**

A2.10 A BCT mapping exercise has highlighted those BCTs that are currently employed in presentations and identify some additional BCTs that could be introduced. By applying the additional BCTs the presentations will be made more effective as follows:-

- Encourage discussion regarding other people's views of their riding and highlight that most young people intend to try to be safe riders;
- Input discussion about how their close family and friends would feel if they were killed or injured;
- Ask the young people to make a resolution ie. to always wear appropriate PPE (Personal protective equipment) and to have no crashes or near misses;
- Extend the effects of one-off events later with follow up prompts;
- Prompt young people to think about potential barriers to achieving a behaviour and identify ways of overcoming them – e.g. how to respond to peer pressure to speed/inappropriate riding;
- Action planning in smaller groups involving detailed planning of what to do, when, in what situation and where (e.g. to not show off when riding past the College when there are lots of people outside).

### **Approach 2: Learner Centred and Coaching Approaches**

A2.11 As part of initiatives being explored and developed for young scooter riders we shall endeavour to include information about the following issues:

- Bike maintenance
- Personal Protective Equipment (PPE)
- High visibility clothing and accessories
- Riding styles
- Observations and road conditions
- Legalities
- A personal road safety plan showing the safest route to and from their place of work.

A2.12 Delivered by the instructors, issues will be covered that are known to be linked with crash involvement such as:-

- Fatigue
- Self-evaluation
- Alcohol
- Distraction
- Peer pressure
- Speed choices
- Drugs
- Road and weather conditions
- Poor maintenance
- Incorrect/inadequate PPE.

A2.13 Learners will be helped to identify personal riding risks that they might face and are helped to develop a range of personal coping strategies to adopt in these situations.

### **Approach 3: Hazard perception**

#### **Further Skills**

A2.14 According to research the most common causes of collisions are; failure to look properly, loss of control and a failure to judge third party speeds. Each of these common causes will explain how they occur, why and where these collisions occur and suggest ways in which to reduce the risk of collisions. Focus will also be placed upon the most common contributory factors of collisions; speeding, tailgating and 'road rage'. All will be supported by statistical evidence. Information will also be provided to improve riding styles, technique, ability and further training.

A2.15 Covering:-

- Common causes of collisions; failure to look properly
- Common causes of collisions; loss of control
- Common causes of collisions; failure to judge 3rd party speed
- Other collision causes
- Type of motorcycle control; body steering
- Type of motorcycle control; counter steering
- Type of motorcycle control; cornering technique
- Tyre contact points
- Collision prevention.



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A2.16 Riding styles can be changed due to different hazards pupils may come across on a daily basis:-

- Loose gravel
- Pot holes
- Grates
- Manhole covers off – camber corners
- Poor road surfaces
- Diesel/oil spills
- Wet leaves
- Yellow/white lines.

## Summary of Actions to Improve P2W Rider Safety

Activity	*To Whom	**By Whom	When	Resources
Delivery of Scooter Ambassador sessions and subsidy for CBT/CBT+ training, primarily for young scooter riders to improve riding skills and convey relevant road safety messages	Young riders	Motorcycle Officers	April – Oct 2014	LSTF KC funding
Promote the Bare Bones campaign aimed at scooter riders to improve road skills and advise on protective clothing and safer riding	Young riders	Motorcycle Officers/CRSOs	Ongoing	LTP Central Funds /SYFR resources
Distribute New Rider Packs via local retailers to riders purchasing a new machine including information about test and licence requirements, helmet ratings, protective clothing, security, training, etc	All	Motorcycle Officers	June 2013 onwards	Existing Partner resources/
Free DfT materials	Young riders	Motorcycle Officers/CSO's	Duration of plan	LSTF KC funding
Promotion and delivery of a 'Biker Down' first on scene/first aid session for P2W riders	All	Motorcycle Officers/ YAS	Ongoing	LSTF KC funding
Promote the Sharp Rider enhanced riding scheme and support the initiative by providing funding to subsidise training costs	All	Motorcycle Officers/ Comms Officer	April – Oct 2014	LSTF KC funding
Promote and deliver 'Bikesafe' courses in accordance with the number of courses planned and the resources available to deliver the sessions.	All	SYP Motorcycle team/ Motorcycle Officers/	Annually (April – July)	Existing partner resources
Promote the IAM 'Skills for Life' course and support the initiative by providing funding to subsidise training costs.	All	Motorcycle Officers / SYP motorcycle team/ RSOs	Annually	LSTF KC funding
Develop and deliver a programme of temporary signage on key routes for P2W casualties across South Yorkshire using the Shiny Side Up Think Bike signs	All/car drivers	Motorcycle officers in conjunction with local authorities	6 month period start April annually	BePCIG "worst first" monies
Visit key organisations to deliver road safety awareness sessions to the workforce	All	Motorcycle Officers	Annually	LSTF KC funding
Positive engagement with retailers to promote SRP products available and convey relevant road safety messages to riders	All	Motorcycle Officers	Ongoing	LSTF KC funding
Run communication/information campaigns as part of the SRP calendar of activity and Communications Plan to promote motorcycle safety and encourage car drivers to look out for motorcyclists (focused largely around the Someone's Son campaign)	All	Comms Officer/	June 2013 onwards	Existing Partner resources/
Motorcycle Officers	April and September	LSTF MB funding	Nov 2011 on	£2.5k fees
Establish a dedicated SRP motorcycle Twitter account to engage with riders and convey relevant road safety messages	All	Motorcycle Officers/ Comms Officer	By April 2014	Existing partner resources
Undertake evaluation of interventions immediately following the delivery and explore options for follow up evaluation to test recall of messages and change in attitudes/behaviour	All	Motorcycle Officers/ SRP Team	Ongoing	Existing partner resources
Review current initiatives & explore potential new schemes improve community risk analysis and targeting	All	SRP Team	Ongoing	Existing partner resources
Explore smartphone applications for riders and promote appropriate ones to target audience	All	Motorcycle Officers/ Comms Officer/CRSO	Ongoing	Existing partner resources
Positive engagement with retailers to promote SRP interventions available and convey relevant road safety messages to riders	All	Motorcycle Officers	Ongoing	LSTF KC funding
Review current initiatives & explore potential new schemes to target priority rider groups and geographical areas	All	SRP Team	Ongoing	Existing partner resources
Explore smartphone applications for riders and promote appropriate ones to the target audience	All	Motorcycle Officers/ Comms Officer/CRSO	Ongoing	Existing partner resources

\*Target groups - Young riders on low powered machines, "Born again Bikers" on higher powered machines and commuter riders

\*\*SRP Motorcycle Intervention Officers, SREM, Communications Officer, SYP Police motorcycle team, local authority road safety officers and countywide road safety officers

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# APPENDIX 3: REPORT ON DRIVING AND COMMUTING FOR WORK: LOOKING AT BEST PRACTICE

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## BACKGROUND RESEARCH, CASUALTY DATA AND STATISTICS

### Collision data

- A3.1 It has been estimated that nationally up to a third of all road traffic collisions involve somebody who is at work at the time - some 20 fatalities and 250 serious injuries across the UK every week.
- A3.2 Examination of research on collision data implies that there are a number of key factors that are related to at work drivers. The key factors include:-
- Males are more prone to being involved in a work-related collision compared to females (strong links to South Yorkshire Report)
  - Speeding (strong links to South Yorkshire Report)
  - Fatigue
  - Driving under the influence of alcohol
- A3.3 However, it should be noted that the Stats 19 information has its limitations and is not totally reliable. This has been backed up by the South Yorkshire data. It is often difficult to determine if the person was driving for work or commuting to work.

### Costs of Work-Related Road Traffic Collisions

- A3.4 In terms of cost to society, collisions involving vehicles driven for work purposes have been estimated to cost £4.4 billion each year. The general areas of costs associated with at work collisions include:-
- Lost working and production time
  - Emergency medical costs
  - Vehicle repair and maintenance costs
  - Legal costs
  - Insurance costs
  - Damage to company reputation.

In terms of costs to employers these tend to be underestimated.

## Benefits of Work Related Road Safety

- A3.5 The report highlights what the benefits for employers who manage road safety might be. For example it could be:
- lower insurance costs;
  - reduced legal fees and claims from employees and 3rd parties;
  - lower costs in relation to vehicle maintenance and fuel costs.
- A3.6 The Driving for A Better Business website provides details of specific benefits associated with a number of companies who have implemented road safety initiatives. There are a variety of case studies that have been compiled from business champions who often act as advocates.
- A3.7 There are benefits to the environment from managing work related road safety. Eco driving has been estimated to reduce fuel consumption by 10%. Eco driving involves:-
- Moderating acceleration
  - Eliminating harsh braking
  - Anticipating traffic conditions and manoeuvres
  - Improving concentration levels.
- A3.8 Generally individuals who drive for work tend to have a high mileage; therefore by adopting aspects of eco driving, this can lead to a reduction in fuel costs for the organisation and importantly lower carbon emissions.

## Engaging with Businesses

- A3.9 The SRP has hosted three Driving for Better Business seminars at the Lifewise Centre for local business fleet managers. The events have highlighted the responsibilities of employers who have people who are driving for work and the implications for the company and individual managers if a collision occurs and correct procedures have not been followed. The session concludes with a re-enactment of the proceedings in court and subsequently the guilty party's first day in prison. The intervention has been well received by those who have attended but it has proved difficult to engage with businesses and encourage managers to attend.

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A3.10 However, there has been increasing demand from individual companies for bespoke sessions looking at the corporate responsibilities of businesses who have employees driving for work. Following the pilot event delivered for QBE Insurance and their fleet client Mediquip in Autumn 2012, the 'on road incident rate' of Mediquip was reduced by 75% in the quarter following the session. This equates to a potential saving of £300,000 per annum. Further sessions have been delivered for QBE as well as for the Royal Mail, First Group and Harsco Metals. Additional enquiries have been received from various industry representative bodies for the SRP to attend their events and present on the topic of driving for better business. As a result of this increasing demand, the SRP is exploring how capacity can be increased to deliver more of these sessions.

### **Behavioural Change Techniques**

A3.11 As part of any intervention it is anticipated that BCTs will be considered. For example:-

- Information About Others Approval – This could relate to a company's image and how it is seen by others if, for example, employees are driving to poor standards.
- Fear Arousal – Presentations that involve Risk/ Mortality may help to emphasise the Corporate Manslaughter Act and Business owner's responsibilities.
- Goal Setting – incentives could be made to reduce the number of miles travelled in company cars with active encouragement through Green/ Eco driving courses.
- Make A Resolution – Look at incentives to positively encourage businesses and employees to change their behaviours.

### **Local Data**

A3.12 It is recommended that any campaigns or initiatives aimed at commuters and driving for work should be data lead. This includes the following:-

- Speeding male car drivers in 30 – 40 year old age bracket
- Collision types, for example poor weather conditions
- Ward data looking at 'hot spots' and other contributing factors
- Time of day - commuting motorists
- Time of the year - winter conditions, etc.

A3.13 Campaigns targeted at drivers (and hence commuters and those who are driving for work) will cover issues such as looking out for motorcyclists and cyclists (as part of the Someone's Son initiative), wearing of seat belts, use of mobile phones, drink driving and speeding (linked to Police enforcement operations).

## Summary of Actions to improve Driving for Work and the Safety of Commuter Drivers

Activity	To Whom	By Whom	When	Resources
Delivery of the LSTF funded Eco-Safe Driving project to train 4,000 company drivers in eco-safe driving techniques and recruit 100 businesses to develop and adopt an eco-safe driving plan for their organisation	Businesses	Theme Lead and Eco-Safe Driving consultant	By March 2015	LSTF funding
Promotion of a toolkit to prompt businesses to carry out periodic company driver/vehicle checks	Businesses	Theme Lead and Eco-Safe Driving consultant	By March 2015	LSTF funding
Delivery of driving for better business seminars for fleet managers, as demand requires – linked to the Eco-safe driving project	Businesses	Theme Lead	Ongoing	As part of existing resources
Delivery of bespoke driving for better business sessions for individual organisations offering up to 12 dates per year	Businesses	SREM	Ongoing	LSTF - pilot sessions
Business funded for rest	Businesses/ organisations	Theme Lead/Eco-Safe Driving consultant	Ongoing	As part of existing resources
Bid for funding to update the Driving for Better Business packs for distribution to businesses as part of the above sessions	Businesses	SREM/Theme Lead	Dec 14	As part of SRP funding bid
Deliver driving for work presentations on request to employers, organisations and trade associations, linked to Eco-Safe Driving project	Businesses/ organisations	Theme Lead/Eco-Safe Driving consultant	Ongoing	As part of existing resources
Best practice on Driving for Work: explore standards across local authorities and partner organisations in relation to the promotion of eco-safe driving as part of Travel Plans	SRP partners/ SYCX group?	Theme Lead	March 15	As part of existing resources
Target appropriate safety campaigns at company and fleet drivers e.g. respect other road users, winter conditions, end of BST, mobile phone use, seat belt usage, morning after drink driving, speeding engaging with local businesses to distribute appropriate promotional/publicity materials for their staff	Businesses	SRP Central Team/ Comms Officer/Theme Lead	Ongoing	LSTF funding



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# APPENDIX 4: ACTION PLAN FOR YOUNG DRIVERS

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## BACKGROUND RESEARCH, CASUALTY DATA AND STATISTICS

### Influences that especially affect young people's driving

- Lack of experience
- Age
- Gender
- Over-confidence in abilities
- Poor hazard perception
- Physical and mental development
- Lifestyle and social attitudes
- Alcohol and drugs
- Expression
- Thrill Seeking driving style
- Opportunistic and reactive speeding
- Peer influences
- Parents
- Deprivation.

A4.1 Young drivers represent approximately 10% of the driving population but are involved, on average, in 32% of KSI collisions each year, with this figure rising to 36% for fatal accidents.

A4.2 Male drivers are involved in significantly more collisions than females. They also tend to be younger (17 to 19 years old).

A4.3 Young drivers are more likely to drink and drive than other drivers and nationally alcohol plays a part in 12% of young driver KSI collisions.

A4.4 Further data relating to young drivers casualty rates is detailed in Appendix 8.

### Research Relating to What ETP Activity is Most Likely to Reduce Casualty Rates for Young Drivers

A4.5 General recommendations relating to approach:-

- Move away from adopting a tick box approach, where a large number of participants is seen as evidence of success – making sure that we are targeting those most at risk is more important.
- Rely less on theatre in education as although it is 'well received' there is not enough evidence that it is effective.
- Review reliance on fear/threat appeals as they are least effective with young people from deprived areas and require careful use.

- Approach the delivery of road safety as a process rather than as a series of inputs. e.g. reflect on previous cycle training at school. Link up Learn and Live and the Drive for Life Event.
- Bring together ETP, engineering and enforcement.

A4.6 Additionally, research highlights the need to take four approaches to reduce the casualty rate relating to young drivers namely:-

- Behavioural Change Techniques
- Learner Centred and Coaching Approaches
- Hazard Perception Techniques
- Publicity

A4.7 This Action Plan outlines how we could use these approaches and includes a number of innovative ideas. The recommendations are all evidenced by prior research to indicate that they are likely to work.

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### **Approach 1: Recommendations using behavioural change techniques**

A4.8 The BCT mapping exercise highlighted those BCTs that are currently employed in interventions and identified some additional BCTs that could be introduced. These interventions are now being reviewed to ensure that they are more cohesive and are effective building blocks of learning, avoid duplication and that they use the BCTs as appropriate. By applying the additional BCTs the presentations could be made more effective as follows:-

- Encourage discussion regarding other people's views of their driving and highlight that most young people intend to try to be safe drivers
- Get young people to think about how their close family and friends would feel if they were killed or injured. For example before a video of a parent expressing their emotions of a child being involved in a KSI say 'imagine that this is your dad (or mum) in the future'
- Ask the young people to make a resolution i.e. to always wear a seat belt and to have no crashes or near misses
- Extend the effects of one-off events with later follow up prompts
- Prompt young people to think about potential barriers to achieving a behaviour and identify ways of overcoming them – e.g. how to respond to peer pressure to speed
- Get young people to identify cues/prompts that could trigger negative behaviour e.g. full car, a fast section of road and identify techniques to avoid less safe driving
- Encourage people (women in particular) to be more assertive about preventing dangerous driving
- In smaller group work, action planning should be considered. This involves detailed planning of what to do including when, in what situation and where. "When" may describe frequency such as how many times a day/week or for how long (e.g. to not show off when driving past the College when there are lots of people outside).

### **Approach 2: Learner centred and coaching approaches**

A4.9 The Learn Safe Drive Safe (LSDS) scheme was developed from the work completed by the 3 year EU funded HERMES Coaching Project which developed coaching scenarios for use in driver training. This Project focussed on learning areas that are strongly linked to novice drivers' crashes.

A4.10 Development was also influenced by information from literature reviews and evaluations of two South Yorkshire, DfT funded projects targeting young drivers that highlighted the benefits of tailoring interventions to learners' personal issues.

A4.11 The LSDS scheme uses coaching techniques to deliver road safety messages. The scheme has a 'drip-feed' approach and is administered over a period of time to learners as part of their driving lessons.

A4.12 Delivered by driving instructors the issues are explored that are known to be linked with crash involvement. This is achieved through a number of in-car micro-lessons covering:-

- Fatigue
- Self-evaluation
- Alcohol
- Distraction
- Peer pressure
- Speed choices
- Drugs
- Seat belts

A4.13 These micro-lessons have been specifically designed to maximise the learning outcomes whilst minimising the in-car training time to only a few minutes in each lesson. The practical training is not compromised.

A4.14 Learners are helped to identify personal driving risks that they might face after they have passed their test and are helped to develop a range of personal coping strategies to adopt in these situations.



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A4.15 Approved Driving Instructors undertake a half day training session covering the following:-

- Common crash causation factors linked to the Goals for Driver Education (Hatakka et al 2002)
- An introduction to coaching
- The delivery of the Learn Safe Drive Safe micro-lessons

A4.16 With the support of LSTF funding it has now been possible to extend the scope of the Learn Safe, Drive Safe intervention to include parental involvement in the scheme, the launch of e-learning modules for the learner driver and parents and the use of black box technology to assist eco-driving.

### **Approach 3: Hazard perception**

A4.18 Crash risk during the first few years after passing the driving test decreases by about 31% due to age related issues and by about 59% due to driving experience.

A4.19 Anticipatory responses to hazards can be improved by more hazard perception training beyond that needed to simply pass the driving test.

A4.20 Research has demonstrated that the training has the dual benefit of improving drivers' hazard perception while also decreasing their risk taking.

A4.21 Sheffield North East Community Assembly has previously trialled a programme with a youth training centre that delivers theory training and hazard perception practice to young learner drivers. This was delivered by an Approved Driving Instructor and use was made of a driving simulator.

A4.22 As part of the LSTF funded LSDS project, post-test training is to be offered to students. The session starts with an assessment drive and covers issues such as driving on the motorway and high speed roads, night driving, eco-driving and focuses on any areas where the new driver feels they need more practice.

### **Approach 4: publicity**

A4.23 Communications and publicity work relating to young drivers is an important method of delivering road safety messages and can be addressed under three main headings:-

- Drive for Life
- LSDS (recently accredited by Go Skills)
- General road safety messaging for young drivers

#### **Drive for Life**

A4.24 Drive for Life is an interactive event aimed at 17-24 year olds that delivers a range of road safety messages to the course attendees. The event provides an ideal basis for reinforcing road safety messaging to both those that have attended the event and for passing out messages to the wider public of South Yorkshire. This work will focus upon the following key areas:-

- Publicising key Drive for Life events that are running across the county and using these as a means of reinforcing road safety messages in the local media
- A review of the Drive for Life website to ensure that content is relevant and up to date
- Development of regular messages on the Drive for Life Facebook page in order to build up two way conversations with those who have previously attended the event
- Provision of sample news articles to each school and college that we attend, assisting them to promote road safety messages via their own communications channels.

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## **Learn Safe, Drive Safe**

A4.24 As covered earlier in this chapter, LSDS uses coaching techniques to deliver road safety messages. A range of communications work will include:-

- Publicising key LSDS landmark dates and events that are running across the county, then using these as a means of reinforcing road safety messages in the local media
- Integration of LSDS into relevant websites such as the Lifewise999 website
- Further development of the LSDS Facebook page aimed at driving instructors
- Promotion of LSDS across the county, thereby increasing the number of driving instructors involved in the scheme.

## **General young driver road safety messaging**

A4.25 The SRP calendar of campaigns and events sets out our annual plans for road safety activity. Where possible this local activity supports messages being conveyed as part of national campaigns such as the DfT's Think! Campaign and the ACPO enforcement schedule. Generally, messages aimed at 17-24 year old drivers will be applicable to other drivers and therefore, in addition to targeting messages at selected audiences, it is also important to gain coverage of initiatives across a range of local media.

A4.26 Given that messages for young drivers are relevant to a range of other drivers these key messages will also be promoted via the SRP Twitter account and through other appropriate outlets as opportunities arise.

### Summary of Actions to improve Young Driver Safety

Activity	To Whom	By Whom	When	Resources
Delivery of Drive for Life events – targeting educational establishments in priority post code areas	17-24 year olds	D4L Lead + delivery team	Ongoing	SAC funded
Use of RTC Intervention Vehicle as a key engagement tool for young people at events	17-24 year olds	SYFR Subaru team	Ongoing	From existing resources
Publicity in relation to Drive for Life sessions with an annual promotion in September each year	17-24 year olds	Theme Lead/D4L Lead/Comms Officer	Sept 14	From existing resources
Include information about Drive for Life on the SRP pages of the Lifewise999 website and ensure that this is kept up to date	17-24 year olds	D4L Lead/Comms Officer	Sept 14	From existing resources
Delivery of Too Young To Die presentation	17-24 year olds	RSO	Ongoing	From existing resources
Delivery of Learn and Live intervention	Y10	SYFR	Ongoing	From existing resources
Encourage take up of Collision learning resource pack for delivery in sixth forms, colleges and other educational establishments	17-24 years	Schools/SYFR/ CRSOs	14/15 academic year	SAC funded
Explore the introduction of additional behaviour change techniques into relevant interventions and undertake annual reviews	17-24 year olds	Theme lead/ SYFR/ RSOs	Ongoing	From existing resources
Keeping website content (Lifewise999 and LSDS) up to date, relevant and attractive for young drivers	All young drivers	Theme lead/D4L Lead/Comms Officer	Ongoing	From existing resources
Use of social media (SRP, LSDS Facebook and Twitter accounts) to promote key interventions and convey road safety messages for young people	All young drivers	Theme lead/D4L Lead/Comms Officer	Ongoing	From existing resources
Promoting road safety messages on display screens in schools/colleges linked to delivery of interventions and follow up evaluation	All young drivers	Theme lead/D4L Lead	Sept 14 onwards	From existing resources
Increase the number of LSDS trained ADIs across the county	Learner drivers	Theme Lead	Ongoing	LSTF funding
Promotion of LSDS project to raise awareness of latest developments, including advertisements in First Car Magazine which is given to all drivers as they pass their test	Learner drivers/ parents	Theme Lead/Comms officer	Ongoing	LSTF funding
Engagement of parents in the LSDS project and other young driver awareness work	Learner Drivers/ parents	Theme Lead	Ongoing	LSTF funding
Promote e-learning modules as part of the LSDS project for young drivers and parents	Learner drivers/ parents	Theme Lead	Ongoing	LSTF funding
Extend sessions to Youth Training Organisations, incorporating the eco-message	17-24 year olds	Theme Lead/RSOs	Sept 13 onwards	LSTF funding
Annual review of young driver interventions and explore the possibility of developing and delivering new initiatives as informed by the casualty data	17-24 year olds	Theme lead	Ongoing	From existing resources
Undertake further evaluation of interventions to check they are fit for purpose and refine accordingly in line with the findings	17-24 year olds	Theme lead/SYFR/ RSOs/ CRSOs	Ongoing	From existing resources



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# APPENDIX 5: ACTION PLAN FOR 0 - 16 YEAR OLD PEDESTRIANS

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## BACKGROUND, DATA AND RESEARCH

- A5.1 Globally, road traffic injuries are a leading cause of accidental death among 0-16 year olds. Although the number of children killed or seriously injured on our roads is falling, these occurrences are still a major cause for concern. In the five year period from 2009 to 2013 there were 333 children killed or seriously injured in collisions in South Yorkshire. In 2013 unfortunately there were two child pedestrians killed in collisions in South Yorkshire. The majority of the children injured in a collision are pedestrians (45.7 %), with children in the 10-14 year old age bracket being particularly at risk.
- A5.2 We have analysed the casualty data to highlight priority post code areas where pedestrian casualties who have been injured in collisions live. We have then identified schools within these priority post codes which will be targeted for the delivery of appropriate road safety interventions. The countywide road safety officers will be deployed in the high priority schools across South Yorkshire, working in conjunction with the local authority road safety teams who will work in the remaining high priority and then medium priority schools. We are currently developing resources and teachers' learning packs to make these available on the Lifewise999 website for staff to deliver the interventions themselves in schools in our lower priority post code areas.
- A5.3 Via the South Yorkshire Police we are able to react quickly following serious road traffic collisions involving children or in the vicinity of schools and identify where one off interventions in schools are likely to be effective in conveying generic, but relevant, road safety messages as part of school assemblies.
- A5.4 We have developed a central database for all partners to record road safety activity delivered in schools. This aims to avoid duplication when more than one partner may be planning a visit to a school to deliver road safety sessions, co-ordinate resources and deliver multiple messages in one visit. In addition, interrogation of the database will enable us to identify schools which have not received any interventions but are in high priority post code areas.

## Research relating to what ETP activity is most likely to reduce casualty rates

### General Recommendations Relating to Approach

- A5.5 We should use casualty data to identify high priority postcode areas and select schools in those areas to target with interventions. Although we work in high and medium high priority schools we also should offer resources to medium and lower priority for delivery by teachers. A one off intervention in the relevant school after a serious road incident is likely to be effective.
- A5.6 Research shows that the earlier in a child's life road safety education is started the better. Investment in a child's earlier years leads to better outcomes later in life. We want to develop a 'culture of safety' where being a positive road user is a habit. This can be achieved by providing the building blocks to develop a child's skills. Road safety education is no different to anything else we teach children. We need to start small and build on each step until quite complex skills are acquired.
- A5.7 Current educational thinking shows a recognition that effective instruction requires the active participation of the pupil; unless the pupil's attention and efforts are engaged, pupil learning will be limited. There are distinct and different ways children learn compared with adults. These include visual, auditory and kinaesthetic. Most children have a preference for a particular style but some use a combination.
- A5.8 It is important to have a range of materials which take into account these varying learning styles to enable all pupils to engage with our messages.
- A5.9 Children are motivated to learn when:-
- Someone is taking an interest in what they are doing;
  - They are successful/they can achieve;
  - There is a clearly defined purpose/outcome;
  - The task requires creativity of some kind;
  - The task presents a challenge/builds on prior attainment;
  - The presentation and structure of the work generates interest;
  - They have an opportunity to ask questions and try out ideas.

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- A5.10 Contents, methods and the means of communication have to be well designed, based on modes of interaction. They should be age appropriate and take into account the cultural and social background of pupils. Active involvement is also an important element.
- A5.11 Teenagers are most at risk of being involved in a road traffic collision and should be a main target group for road safety education. Research indicates that the problem is that often ETP activity is perceived by many policy makers, parents and teenagers to be specifically linked with younger oriented initiatives such as the Tufty Club or the Green Cross Code. Initiatives need to be targeted to specific age groups and take into account gender and age differences. An example would be conducting activities which address the fact that 11-16 year old girls are more at risk in groups than alone and that 13-14 year old boys in particular have a tendency to 'planned' risky behaviour in groups.
- A5.12 Road safety is not a mandatory part of the national curriculum although there are calls for Government to consider this at key stage 1. The SRP feels that it would be more beneficial to have road safety included as a mandatory element of the curriculum in secondary schools at key stage 4. We are making in-roads to establish road safety as a topic to be covered in PSHE via the distribution of the Collision learning resource pack. This has been produced using SRP funding and includes a DVD, filmed in South Yorkshire using local actors, which depicts the events leading up to a fatal road traffic collision involving young people. There are then a series of lesson plans which look at the reasons for the crash and consequences for those involved, their families and friends. The pack is being distributed to all secondary schools across South Yorkshire.
- A5.13 The road safety charity Brake state that effective road safety teaching for secondary school age range should:-
- Build on pupils' existing knowledge, not preach; require pupils to think for themselves and conduct original research; be discursive and creative and related to pupils' real lives; involve real-life projects (such as running a campaign) not just classroom learning; explore the dangers of risk-taking.*
- A5.14 This approach is most effective with the upper end of the age group who need to believe the road safety material relates to them as individuals. Primary age pupils are more likely to accept facts that they are told and believe them.
- A5.15 Contents, methods and the means of communication have to be well designed and based on modes of interaction that link to teenagers' interests if interventions are to be successful. Active involvement and (peer) group work should be an important element.
- A5.16 Other recommendations based on a review of literature on the subject:
- Tailor materials appropriate to needs. Use non-prescriptive methods to encourage active participation from pupils;
  - Further develop resources which are age appropriate and include the agreed key messages for key stages linked to the National Curriculum;
  - Treat road safety as any other education subject thus ensuring pupils receive input in every year group and so build on existing knowledge and skills;
  - Work in a more cohesive way with other partners delivering road safety in schools;
  - Continue to use Theatre In Education ensuring that it links in with other activities. It is important that messages delivered are followed up;
  - Raise the status of road safety in children's centres, nursery schools, primary and secondary schools;
  - Investigation should be made into integrating road safety into Teacher Training courses. The lack of adequate training and subject knowledge for teachers is a serious deficiency which has to be addressed;
  - The length and timing of sessions should be appropriate to the age of the children. The younger the child the shorter the sessions;
  - In delivery, it is important to use different resources at each age as pupils tend to 'turn off', for example if they have seen a presentation/DVD on a previous occasion;
  - Robust evaluation methods need to be developed to ensure quality of road safety input is continued. Such evaluation should be well planned, use a variety of methods and include pupils as well as staff.

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A5.17 Further recommendations taken from evaluated packages include:-

- The length/timing of any intervention should allow appropriate discussion time which is the most important element in changing attitudes;
- Any programmes delivered to Y8/Y9 should focus on a key message and not over use Green Cross Code material which could decrease the impact of any sessions as it is too young for the age group;
- Course format should not be purely presentation but should include learning more suitable for the younger age group, such as group exercises, problem solving and quizzes;
- In delivery, it is important to use different resources at each age as participants tend to 'turn off' if for example they have seen a video previously;
- Reduce the number of gory messages and replace with more emotional outcomes of crashes that students can relate to.

injured. For example before showing a video of a parent expressing emotion say 'imagine if this was your mum(or dad) in future'.

### **Behavioural Change Recommendations**

A5.18 An initial mapping of BCTs against current interventions has shown that we already utilise many of the techniques.

A5.19 The following additional BCTs could be introduced as a first step:-

- Create a positive image of young behaviour by, for example, praising them by saying we know that most of you do it right;
- Use follow up activities, delivered by teachers, to extend the effects of interventions;
- Explore the use of cues and prompts that could trigger safe behaviour, for example on leaving the school gates;
- Praise/link previous successes regards safe behaviour;
- Set goals and review the following year;
- Make a resolution. Encourage pupils to make a resolution, for example they will always stop when they get to a road or always wear a seatbelt;
- Use action planning, particularly from upper KS2 (9-11years old) pupils, such as planning a route to school and how would they behave in certain situations;
- Ask young people how their close family or friends would feel if they were killed or seriously

## Summary of Actions to improve Safety for pedestrians up to 16 years

Activity	To Whom	By Whom	When	Resources
Attendance in all high priority primary and secondary schools delivering a standardised age appropriate road safety lessons (FS1 to Y11) at least once a year. Named intervention to be available for each school year with each session building on previous learning	Foundation, KS1, KS2, KS3, KS4*	All partners/CRSOs	Ongoing	Existing partner resources
Delivery of pedestrian training as part of the LSTF Walk to Work package to schools in LSTF corridors	KS1, KS2	Pedestrian trainers/RSOs	March 2015	LSTF
Explore options for the development of a SRP bid to evaluate the different approaches to pedestrian training and introduce a standard pedestrian training package for use across South Yorkshire	KS1, KS2	Theme lead/pedestrian trainers/CRSO	By March 2015	Possible SRP bid
Delivery of road safety scenario to all Y6 pupils via Crucial Crew.	Y6 pupils	Crucial Crew presenter(s)/ RSOs	Ongoing	SAC funded
Delivery of a junior road safety officer scheme across South Yorkshire co-ordinated via countywide initiative	All schools with Y6	JRSO co-ordinator/ RSOs/ CRSO	14/15 academic year	SAC funded
Aim to get long term bookings into schools establishing regular times of the year when sessions are carried out.	All schools	RSOs	Ongoing	Existing partner resources
Materials for teachers/school staff across South Yorkshire (including resources for special needs) available centrally via SRP pages of the Lifewise999 website	All schools	RSOs/Theme Leads/ SREM/ Comms officer	By March 15	Existing partner resources
Review of the road safety prospectus to outline the interventions available to be delivered in schools, including a rationalisation of existing interventions to provide one named intervention for each school year	All schools	CRSO/Theme Lead/ RSOs	Sept 14	Existing partner resources
Sharing information and promoting road safety campaigns and initiatives via the relevant communications channels for schools e.g. schools bulletins, electronic notice boards, etc linked to a review of internal communications	All schools	Theme lead/ Comms Officer/ RSOs/CRSOs/	Ongoing	Existing partner resources
Promoting road safety campaign related activity in schools with the aim of rolling out activity to all schools across South Yorkshire where possible	All schools	Theme lead/Comms officer/ RSOs/CRSOs/ JRSO Co-ord	Link to annual campaigns calendar	Existing partner resources
Continue to offer Learn and Live to secondary schools in high priority areas. Undertake an evaluation of the initiative to ensure it remains fit for purpose	Y10	SYFR/RSOs/ CRSOs	Ongoing	Existing partner resources
Encourage take up of Collision learning resource pack for delivery in secondary schools and other educational establishments	Y11	RSOs/CRSOs	Ongoing	Existing partner resources
16-24 years	Schools/SYFR/ CRSOs	14/15 academic year	SAC funded	Existing partner resources
Delivery of a peer-to-peer road safety drama project in secondary schools culminating in an Oscars style awards ceremony for young people	Secondary schools/ colleges	RSOs	14/15 academic year	LSTF
Practitioners workshop to consider pedestrian safety for 0-16 years including evaluation of interventions, introduction of additional BCTs, future projects and funding bids	All ages	Theme lead/all deliverers	Sept 14	Existing partner resources
Explore the development of new initiatives, informed by the casualty data, to be piloted and, if successful, rolled out across South Yorkshire	All ages	SREM/RSOs/ CRSOs / project development officer	ongoing	Possible SAC bids
Sessions to identify how additional behaviour change techniques can be incorporated into interventions	0-16 years	Theme lead/all deliverers	By Jan 14	Existing partner resources
Explore the development of new initiatives informed by the casualty data to be piloted and, if successful, rolled out across South Yorkshire		SREM/RSOs/ CRSOs / project development officer	ongoing	Possible SAC/LSTF bids



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# APPENDIX 6: ACTION PLAN FOR PRE-SCHOOL AND PRIMARY PEDESTRIANS

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## BACKGROUND, DATA AND RESEARCH

A6.1 Our approach to pedestrian safety extends beyond education via schools and recognises that young adults are still at significant risk, especially as they encounter more unfamiliar surroundings at college and university. In addition, young pedestrians are also vulnerable at night, especially after consuming alcohol. Our casualty data shows that 544 young pedestrians aged 17-24 years were injured on South Yorkshire roads in the 5 year period 2009-2013, with 111 of these casualties being serious and 7 fatal casualties.

A6.2 In the five year period 2009-2013, there were 473 pedestrian casualties aged 18-24 years injured in road traffic collisions. The majority of these casualties (249) occurred in incidents in Sheffield. One possible cause for the higher totals in Sheffield could be due to the large amount of students that attend Sheffield Hallam and the University of Sheffield, which have a combined total intake of approximately 63,000 students each year. A large number of the pedestrian casualties in Sheffield occur along roads frequented by students at night.

A6.3 Across South Yorkshire more pedestrians in the 18-24 year age group are injured on Friday and Saturday, although the pattern is not the same in every district of the county. The peak time during the day for pedestrians in this age group to be injured is between 4pm and 5pm, but there are consistent numbers through the early evening until the early morning period, reflecting possibly the night time activity associated with young adults/students. A pedestrian in this age group is nearly twice as likely to be injured in a RTC in the dark.

A6.4 The contributory factors recorded by the Police Officer at the scene of a collision have been analysed for the incidents involving young adult pedestrians in the five year period. Whilst these factors are based on the subjective view of the Police Officer at the time of the incident they may give some insight into the reasons for these collisions. The main contributory factors are as follows:

- pedestrian failed to look properly
- pedestrian impaired by alcohol
- pedestrian careless/reckless/in a hurry
- driver failed to look properly
- pedestrian crossed road masked by stationary or

parked vehicle.

A6.5 Activity to address young pedestrian casualties has centred around Sheffield's two universities. Road safety officers attend Freshers' fairs and have included road safety information on the university plasma screens and in student union publications. The Roads Kill Friendships poster has been used in the Student Union pocket guide and the Tramlines Festival programme. Reflective bag straps were distributed to students in 2012 and 2013. In partnership with International Student Support at the University of Sheffield, a Chinese language road safety video has been developed along with a poster, as young adults who are Chinese speaking are over represented in the pedestrian casualty total. Approximately 2,000 sixth form /college students per year attend road safety sessions, which include information about pedestrians and alcohol. These sessions have been developed and delivered in conjunction with the NHS Sheffield Teaching Hospital.

### **Research relating to what ETP activity is most likely to reduce casualty rates**

#### General Recommendations Relating to Approach

A6.6 We should use casualty data to identify high priority postcode areas and select schools, colleges, universities and other youth training organisations in those areas to target with interventions. Although we work in high and medium high priority establishments we also should offer resources to medium and lower priority organisations for delivery by teachers, lecturers and trainers. A one off intervention in the relevant establishment after a serious road incident is likely to be effective.

A6.7 Current educational thinking shows recognition that effective instruction requires the active participation of the young people; unless their attention and efforts are engaged, learning will be limited. There are distinct and different ways young people learn. These include visual, auditory and kinaesthetic. Most young people have a preference for a particular style but some use a combination. Therefore it is important to have a range of materials which take into account these varying learning styles to enable all young people to engage with our messages.

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A6.8 Contents, methods and the means of communication have to be well designed, based on modes of interaction. They should be age appropriate and take into account the cultural and social background of pupils. Active involvement is also an important element.

#### **Other Recommendations Based on a Review of Literature on the Subject**

- Tailor materials appropriate to needs. Use non-prescriptive methods to encourage active participation from young people;
- Further develop resources which are age appropriate and include key messages for the age group;
- Work in a more cohesive way with other partners delivering road safety in educational establishments;
- Continue to use Theatre In Education ensuring that it links it with other activities. It is important that messages delivered are followed up;
- In delivery, it is important to use different age appropriate resources. Young people tend to 'turn off', for example if they have seen a presentation/DVD on a previous occasion or they feel it is 'too young' for them;
- Reduce the number of gory messages and replace with more emotional outcomes of crashes that young people can relate to.

A6.9 Robust evaluation methods need to be developed to ensure quality of road safety input is continued. Such evaluation should be well planned, use a variety of methods and include students and young people as well as staff.

#### **Behavioural Change Recommendations**

A6.10 An initial mapping of BCTs against current interventions has shown that we already utilise many of the techniques.

A6.11 The following additional BCTs could be introduced as a first step:-

- Create a positive image of young people's behaviour by, for example, praising them by saying we know that most of you do it right;
- Use follow up activities, delivered by teachers/trainers, to extend the effects of interventions;
- Explore the use of cues and prompts that could trigger safe behaviour;
- Praise/link previous successes regards safe behaviour;
- Set goals and review the following year;
- Make a resolution. Encourage young to make a resolution.

### Summary of Actions to improve safety for Pedestrians 17-24 years

Activity	To Whom	By Whom	When	Resources
Pedestrian focused Too Young To Die presentations via Youth Training Organisations and youth employers	17-24 year olds	RSO	Ongoing	From existing resources
Delivery of a peer-to-peer road safety drama project in secondary schools culminating in an Oscars style awards ceremony for young people	Secondary schools/ colleges	RSOs	14/15 academic year	LSTF
Encourage take up of Collision learning resource pack for delivery in sixth forms, colleges and other educational establishments	17-24 years	Schools/SYFR/ CRSOs	14/15 academic year	SAC funded
Development and delivery of a night time pedestrian casualty reduction programme prioritised using casualty data of where the collision occurred as opposed to where casualties live	Bars/ clubs	Theme lead/ CRSO/ Comms officer	Dec 14	LSTF/ Possible SAC funding bid
Binge drinking Presentation – an input delivered with NHS to college students	6th forms/ colleges	Theme lead/RSO	Ongoing	From existing resources
Be Bright Be Seen campaign, distributing hi vis accessories to students via universities and colleges	17-24 year olds	Theme lead	Autumn 14	LSTF funding
Attendance at Freshers' Week events to convey relevant road safety messages	Colleges/ university	CRSOs/Subaru team/ RSOs	Sept 14	From existing resources
Keeping website content up to date, relevant and attractive for young pedestrians	17-24 year olds	Theme lead/Comms Officer/CRSO	Ongoing	From existing resources
Use of social media to convey road safety messages for young pedestrians	17-24 year olds	Theme lead/Comms Officer/CRSO	Ongoing	From existing resources
Promoting road safety messages on display screens in schools/colleges	17-24 year olds	Theme lead/Comms Officer	Sept 14 onwards	From existing resources
Engaging with colleges by linking road safety projects into the syllabus for media courses eg filming case studies involving victims of RTCs or producing a video reconstruction of night time collision involving a pedestrian	6th forms/ colleges	Theme lead/RSOs/ SYFR/D4L Co-ordinator	Sept 14 onwards	From existing resources
Explore the possibility of developing and delivering new initiatives as informed by the casualty data	17-24 year olds	Theme lead	Ongoing	From existing resources
Explore the introduction of additional behaviour change techniques into relevant interventions and undertake annual reviews	17-24 year olds	Theme lead/ SYFR/ RSOs	Ongoing	From existing resources
Undertake further evaluation of interventions to check they are fit for purpose and refine accordingly in line with the findings	17-24 year olds	Theme lead/SYFR/ RSOs/ CRSOs	Ongoing	From existing resources



# APPENDIX 7: LOCAL SUSTAINABLE TRANSPORT FUND

A7.1 In July 2012, the Department for Transport announced that South Yorkshire had been awarded £24.6m as part of the Local Sustainable Transport Fund (LSTF) main bid. The South Yorkshire LSTF programme is made up of 48 projects to deliver sustainable, low carbon transport schemes, improving access to employment and training.

A7.2 Projects are a mix of capital and revenue schemes, arranged under one of four priority geographical corridors or the Business and Employer Sustainability Toolbox (BEST).

A7.3 The Safer Roads Education Manager is identified as the theme lead for five projects, totalling some £1.3m up to March 2015, which sit under the BEST part of the programme. A brief summary of each of the five projects is outlined below.

## ME02: Eco Academy Eco-driving South Yorkshire

A7.4 The project will see work with businesses across South Yorkshire to offer a combined eco-safe training programme for their drivers. The training will include both classroom and in-vehicle tuition. Online resources and guidance and best practice documents will be produced for businesses. An awareness campaign will promote a set of eco-safe driving tips. The project aims to reduce carbon emissions via better driving and improved vehicle efficiency. In turn businesses will save money as a result of reductions in fuel consumption and collisions. Investigation is taking place as to how black box type technology could be used to improve driver behaviour.

A7.5 The project will be managed by Mike Stanley at Sheffield City Council.

A7.6 The revenue funds outlined below will pay for external consultants to develop the training programme and work with businesses to deliver it in conjunction with a pool of Approved Driving Instructors who will deliver the in car element.

2012/13	£109,722.82
2013/14	£130,192.23
2014/15	£130,192.23
<b>Total</b>	<b>£370,107.28</b>

## ME03: Eco Academy Young Driver Training

A7.7 The project will extend two existing initiatives; the Drive for Life Event and the Learn Safe, Drive Safe projects, targeting young drivers and promoting eco-safe driving.

A7.8 The revenue funding available will pay for a project manager, support for the Drive for Life event through follow up online activity (the staffing element of this is now funded via SRP funds which we will use as a source of match for the project), publicity and marketing and consultants to develop paper free modules for the Learn Safe Drive Safe project. Funding would also enable the involvement of the University of Sheffield looking into the application of behaviour change theory and how this can be better applied to our interventions targeting young drivers. Investigation is taking place as to how black box type technology could be used to improve driver behaviour.

A7.9 The project will be managed by Dave Lawson at Sheffield City Council.

2012/13	£104,543.73
2013/14	£107,405.69
2014/15	£107,405.69
<b>Total</b>	<b>£319,355.11</b>

## ME08: Walk Boost – Walk to Work

A7.10 The project aims to encourage parents to walk to school with their children and then to consider walking to work. Parents will be targeted via priority schools in areas experiencing traffic congestion across South Yorkshire and pedestrian training will be offered to children. Options for which pupils will be prioritised to receive pedestrian training are currently being explored and will be agreed in consultation with local authority partners. A pilot project was introduced in January 2013 with roll out across South Yorkshire from September 2013.

A7.11 Revenue funding will pay for a project manager and pedestrian trainers and associated promotional literature.

A7.12 The project will be managed by Janet France at Sheffield City Council.

2012/13	£29,000
2013/14	£59,000
2014/15	£59,000
<b>Total</b>	<b>£147,000</b>

A7.18 The project will be managed by Dave Lawson at Sheffield City Council.

2012/13	£53,640.25
2013/14	£56,000.42
2014/15	£56,001.58
<b>Total</b>	<b>£165,642.25</b>

### ME16: Marketing and Communications – Programme for Safer Sustainable Transport

A7.13 The project will deliver up to four safe and sustainable publicity campaigns per year using a wide range of media. Campaigns will target more sustainable transport modes such as walking, cycling and powered two wheeler use promoting associated safety messages. Campaigns include look out for cyclists, be bright be seen, Someone's Son motorcycle campaign, National Road Safety Week and the Christmas drink drive campaign.

A7.14 The project will be managed by the SRP Communications Officer.

A7.15 Revenue funding will develop relevant campaign and promotional materials and buy advertising space associated with specific campaigns.

2012/13 -	£79,906.03
2013/14	£123,947.21
2014/15	£123,947.21
<b>Total</b>	<b>£327,854.45</b>

### ME17: Marketing and Communications – Young People's Travel Planning

A7.16 The project aims to deliver safe and sustainable travel advice to young people entering or seeking employment. It involves theatre in education (TiE) delivered via training organisations and colleges in target areas, supplemented by a personal journey planning service. The project aims to provide information about alternative modes of travel to the car as well as eco-safe driving advice. It will provide wider life skills for job seeking, raise confidence and self esteem amongst young people.

A7.17 Revenue funding will pay for a project manager and enable a theatre company to be commissioned to develop the relevant programmes and deliver through youth training organisations.

A7.19 In June 2014 South Yorkshire was awarded further LSTF monies for 2015/16 to support initiatives that will take forward sustainable travel proposals that help to reduce carbon emissions whilst aligning with the Local Growth Fund commitments of delivering economic growth.

The SRP projects included in the bid were designed to build on the success of previous projects delivered with the assistance of LSTF funding. Taking into account the reduced funding available from the national LSTF programme, a limited number of projects were put forward, and were subsequently successful in receiving continuation funding. These include:-

Powered Two Wheeler (P2W) Safety - to promote the safe and sustainable use of powered two wheeled machines as an alternative to the car for journeys to training and work. We will offer assistance for riders at a variety of levels to improve their skills and help to make them safer on the roads as well as employing behaviour change techniques to promote positive attitudes to safety amongst riders. We will promote the use of appropriate protective clothing and equipment by riders and deploy campaigns to encourage other road users to look out for powered two wheelers in an attempt to avoid collisions. The funding will be sufficient to employ one P2W RTC casualty reduction officer and provide a budget for activity, including loan of a motorcycle for use by the officer.

LSTF = £25,000

Cash Match from the SRP = £25,000

Safe and Sustainable Travel Campaigns - to deliver an annual schedule of safe and sustainable awareness raising travel campaigns to promote road safety messages for key road user groups such as pedestrians, cyclists and powered two wheeler riders and address key issues such as drink and drug driving. Data analysis will ensure that campaign activity is targeted to the highest risk groups and

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## APPENDIX 8: REFERENCES

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delivered in the most relevant and cost effective ways. Campaigns will utilise a range of media and advertising options to target the different road user groups including specific work in secondary schools to encourage pupils to develop and distribute relevant road safety messages via the use of drama performances which will then be entered into an "oscar" style awards ceremony. The funding will cover the costs of a communications officer, data analyst and part funding for a road safety officer to organise the drama project in secondary schools.

LSTF = £120,000

Cash match from the SRP = £25,000

In kind match funding contribution = £20,000

Safe/Eco Driver Training for Young Drivers and People Driving for Work – a series of events, workshops, courses, enhanced driving lessons, e-learning modules and driving plans for people who drive for work and young drivers. The aim is to help people to drive more safely and in a more fuel efficient and environmentally friendly manner. This project combines the previous eco safe driving project for business and the young driver training project which were both funded from the LSTF main bid. The funding will cover the costs of two road safety officers and a project manager.

LSTF = £304,400

In kind match funding contribution = £145,000.

Cycle Boost Cycle Hubs – to support the new cycle hubs, which are to be delivered as part of the LSTF programme for 2015/16, funding has been secured to promote cycle safety as part of the wider cycling activity in a bid to minimise the number of cycling casualties as more cyclists take to the roads.

LSTF = £20,000

In kind match funding contribution = £4,000

All these projects address the safety of some of the key priority road user groups identified as part of the SRP Education Training and Publicity Action Plan. The proposals also assist in the delivery of the SRP Communications Strategy, which aims to influence attitudes and bring about changes in behaviour which result in safer road use in a bid to reduce the number of people injured on South Yorkshire roads.

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## Young Drivers

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## P2W

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3. An Evaluation of : Road Safety We Mean Business (pilot project April 2007 –December 2008)  
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