

South Yorkshire **Strategy to 2030** and beyond...



EXECUTIVE SUMMARY

MAKING SOUTH YORKSHIRE
ROADS SAFER

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Agilysis and Traject

July 2022

Vision

South Yorkshire Safer Roads Partnership (SYSRP) believes in working to a Safe System approach, accepting that

No human being should be killed or seriously injured as the result of a road collision in South Yorkshire

This is an ambitious goal and will require hard work and time to be achievable. This new Strategy¹ sets out how SYSRP partners will work together, through its planned activities, to build a safe road network in the region, using targets and safety performance indicators to measure and report progress.

This Strategy explains how this vision will be achieved, explaining how the Safe System sits at the heart of the Partnership's approach.

¹ This document is a high-level summary of a full Strategy document, which sets out the detail and direction of the Partnership.

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South Yorkshire Safer Roads Partnership

The South Yorkshire Safer Roads Partnership (SYSRP) was formed in October 2009 with a primary objective to reduce the number of people killed or injured as a result of road traffic collisions and to make South Yorkshire roads safer.

The partnership now comprises of the following organisations:

- South Yorkshire Police (SYP) (including South Yorkshire Safety Cameras (SYSC))
- South Yorkshire Fire and Rescue Service (SYFRS)
- Barnsley Metropolitan Borough Council (BMBC) (including public health)
- Doncaster Metropolitan Borough Council (DMBC) (including public health)
- Rotherham Metropolitan Borough Council (RMBC) (including public health)
- Sheffield City Council (SCC) (including public health)
- South Yorkshire Mayoral Combined Authority
- National Highways

New members, such as Yorkshire Ambulance Service and victim support groups, are also being recruited to help deliver the various elements of the strategy.

Building on the existing 2017-2026 strategy (South Yorkshire Safer Roads Partnership, 2017), in this ambitious new strategy, SYSRP is adopting a 'Vision Zero' approach, working towards no deaths or serious injuries on the roads of South Yorkshire because of road traffic collisions. This vision will not be achieved overnight and so SYSRP is adopting targets and using indicators to measure progress. Furthermore, road safety is not improved in isolation, with road risk, and the perception of road risk, influencing other agenda like sustainable travel, health and environmental issues.

Working under a new Safe System approach, SYSRP recognises the need to adapt and operate using international best practice. To this end, the Partnership has reviewed its structure and operations, strengthening governance, accountability and day-to-day working practices to come together to work collectively on achieving Vision Zero.



Targets

The adoption of targets can be useful to those involved in road safety, helping them to prioritise actions and focus activities. Targets can help to motivate, communicate with, and engage all of those stakeholders with the Safe System (including road users themselves). Research shows that the adoption of road safety targets helps to reduce the numbers of casualties.

Between 2015 and 2019 (which is being used as the baseline period), there was an average of 795 people killed or seriously injured (KSI) on South Yorkshire's roads. There were 858 people killed or seriously injured in 2019, down from 1,318 in 2006. Good progress has been made and the general trend in casualty numbers is heading in the right direction, but any death or serious injury is one too many.

The long-term goal of SYSRP is to have zero people killed or seriously injured on local roads. To work towards this goal, internationally, there is a campaign to achieve a 50% reduction in road deaths and serious injuries by 2030. **SYSRP has adopted this target, seeking to reach a target of 397 or fewer deaths or serious injuries on local roads by 2030.**

50% REDUCTION
IN ROAD DEATHS
AND SERIOUS INJURIES
BY **2030**
A TARGET OF 397

This is an ambitious but achievable target for SYSRP. Achieving reductions in casualty figures can become harder, the lower the numbers become, as the schemes and interventions which can produce the greatest effects are introduced first. It means that going forward, the Partnership needs to be proactive, evidence-led and targeted in order to continue to make a difference.

What is a 'Safe System'?

The Safe System originated in Sweden and the Netherlands in the 1980s and 1990s and has since been adopted across the world.

The SYSRP is now working under a Safe System approach:

Accepting the principles behind the Safe System, including the shared responsibility of those throughout the system to bring the elements together to reduce the likelihood of death or serious injury.

Accepting that no-one organisation can create and maintain a Safe System on its own and therefore the Partnership needs to work with partners and stakeholders to strengthen all parts.

Accepting that those who use the roads share the responsibility and therefore it is essential to work with communities to improve that ownership.

The Safe System is a perfect approach for a road safety partnership, bringing different organisations and stakeholders to work together to make a safer road network.

The Safe System requires a systematic, multi-disciplinary and multi-sectoral approach to address the safety needs of all users. It requires a proactive strategy which places road safety in the centre of road traffic system planning, design, operation and use. There are five components for action:

- Safe People
- Safe Vehicles
- Safe Speeds
- Safe Roads and Roadsides
- Post collision response



Structure

A Partnership review was undertaken in the summer of 2021 and identified ways in which SYSRP could be strengthened to start to operate using a Safe System approach. Whilst there was already a strong central team, co-ordinating road safety interventions across the Partnership area, there was scope to improve governance and accountability and to embed communities into road safety practice.

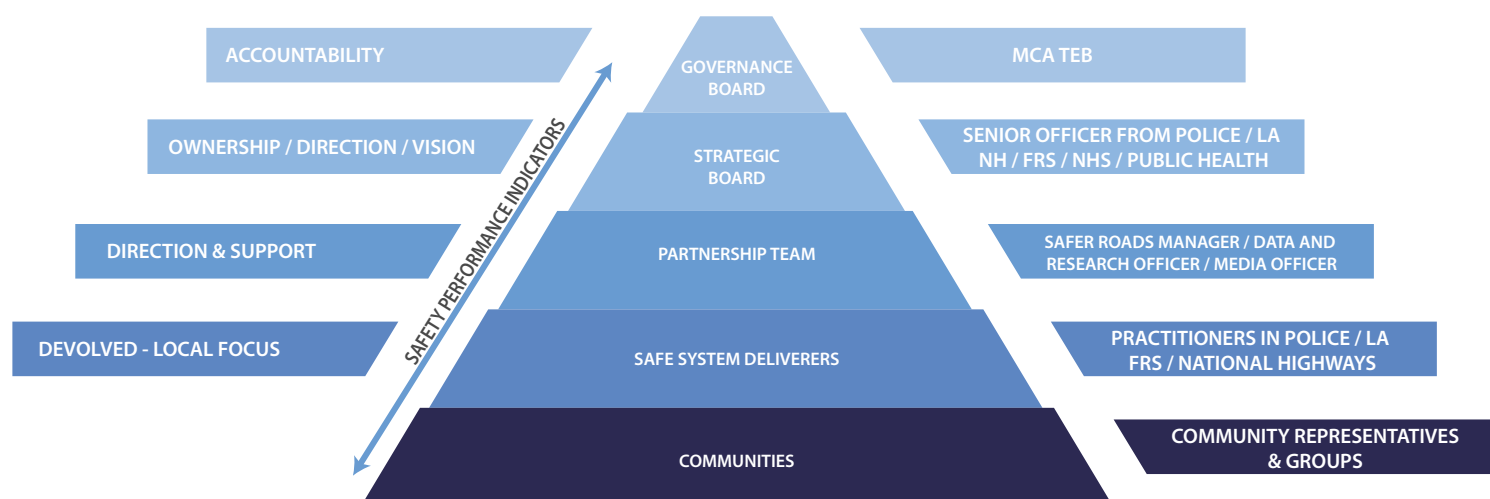
Road users themselves have a key role to play via the shared responsibility implicit in the Safe System. Direct community involvement and delivering road safety *with*, rather than *to*, local road users and residents will embed the concept of shared responsibility and increase ownership and participation.

To increase accountability, it is proposed that the existing Mayoral Combined Authority Transport and Environment Board (MCA TEB) is the appropriate forum to improve governance. It is planned that TEB will receive an annual report for approval, presenting the annual casualty statistics as approved by DfT and demonstrating what the Partnership has achieved/plans to achieve against agreed milestones and objectives set.

The ownership of the direction and vision of SYSRP's Strategy will continue to sit with the SRP Board (renamed Strategic Board). This Board comprises of senior officers from key partner organisations. The Strategic Board's role is to review the activities undertaken by the Partnership, ensuring that Safe System principles are adhered to by the partners; scrutinising monitoring reports; and overseeing the activities of the Partnership.

DELIVERING ROAD SAFETY **WITH** RATHER THAN TO LOCAL ROAD USERS AND RESIDENTS

Figure 1 New Partnership Structure and Roles



The membership of the Board will be mainly comprised of senior officers from the four local authorities, South Yorkshire Police, South Yorkshire Fire and Rescue Service, National Highways, Public Health, and other stakeholders the Partnership believes should be represented.

SYSRP has had a strong central partnership team which has led on the co-ordination and delivery of interventions and the provision of data and analysis. There are three roles within the Partnership Team: Safer Roads Manager, Data and Research Officer, and Media Officer.

Safe System Deliverers

Delivery of road safety activities will be based within each of the SYSRP partners and aligned to the Safe Systems approach. A key approach is delivery with and through communities.

A Safe System 'theme group' will be formed, based on the five pillars, and consisting of the partners with responsibilities in those themes. No partner can work in isolation on a Safe System element and multiple partners will be involved in each Safe System theme. Furthermore, to create a Safe System, each theme group must work with the other theme groups to complement and reinforce activities. The theme group will also work upwards and outwards from the Partnership with other partners and stakeholders to benefit the Safe System.

Those within the Partnership hold key responsibilities for designing, building, and maintaining the local road network and supporting its safe use. Without the Partnership collaborating, vital actions required to create a Safe System would not be possible.



SAFE ROADS

The four local highways authorities in Barnsley, Doncaster, Rotherham, and Sheffield are responsible for maintaining local roads, undertaking road safety audits on infrastructure projects, constructing new roads and changing the infrastructure on existing roads to reduce the likelihood of collisions occurring, and carry out studies into collisions which do occur (taking appropriate measures to prevent other incidents occurring). National Highways has similar responsibilities for the Strategic Road Network (SRN), which covers motorways and major (trunk) roads in England. These key responsibilities under Safe Roads cannot be undertaken by other organisations.



SAFE SPEEDS

Whilst Safe Speeds requires a multi-disciplinary approach, with local residents playing a part through Community Speed Watch (CSW) and the use of speed indicator devices (SID) and vehicle activated signs (VAS), there are defined roles for partner organisations. Speed limits are set by highways authorities and are enforced by the police. The back-office function (processing fixed penalty notices for speeding offences) is provided by South Yorkshire Safety Cameras. Compliance achieved through enforcement and speed limit setting is therefore a key responsibility of SYSRP partners.



POST-COLLISION RESPONSE

Post Collision Response involves the partners in multiple ways. There is, of course, the immediate emergency care provided by the Police, Fire and Rescue Service, Ambulance Service, trauma centres, Accident and Emergency departments, and local hospitals. Immediate remedial action may be required to repair any road damaged in a collision, involving the highways authorities and National Highways. Collision Investigation is undertaken collaboratively, with South Yorkshire Police's Serious Collisions Unit and Forensic Collision Investigation collecting and analysing data in the aftermath of fatal and severe incidents, working with local highways authorities on lessons to be learnt and compiling evidence for prosecutions. Long-term physiological and psychological support is provided by local health care providers.



SAFE ROAD USERS

Safe Road Use also requires input from those across the Partnership. Safe Road Use means acknowledging that people can make mistakes but there is a need to reduce the likelihood of these mistakes occurring. Road users need to be compliant with traffic rules and laws, meaning there is a clear enforcement role for the Police. Enforcement measures which discourage road users from speeding, driving whilst under the influence of drink or drugs, using a mobile phone whilst driving, and increasing seat belt use positively, impact on the likelihood of collisions occurring. Enforcement is effective if offending drivers are punished and/or it acts as a deterrent to offending. The Partnership works together to communicate to road users as to how to comply with road rules and use the network safely.

The training of road users is also an important part of creating Safe Road Use. Starting with teaching children how to cross the road as a pedestrian or ride on the road as a cyclist, training helps to ensure that road users understand how to use the network, are familiar with the rules of the road, and know the consequences of not applying the training correctly.



SAFE VEHICLES

Safe Vehicles is a trickier element of the Safe System for road safety partnerships. Partnerships don't design or manufacture vehicles and don't create the legislation that governs the safety features required for new vehicles. However, South Yorkshire Police will enforce legislation related to vehicle defects and modifications to ensure that vehicles are roadworthy and safe. Many child car seats are fitted incorrectly and therefore partners can provide training for parents and carers on safe fitment. Whilst the Partnership cannot influence the design of vehicles being used on local roads, it can encourage the purchase of the safest vehicles by promoting the benefits.

The full Strategy describes some of the activities that will be undertaken by SYSRP under each of the Safe System elements. The examples of activities are not exhaustive. The Partnership has limited resources and to move to a Safe System approach, it must prioritise those locations, behaviours, and road user types where the data shows the greatest need. In-depth data analysis provides insight into where and for whom interventions should be targeted and international best practice is used to ensure that the right solutions are identified.

Innovation is also encouraged within the Partnership and with partners, allowing new interventions to be tried and tested, thinking about the current evidence base and how an understanding of the issue or the intervention's effectiveness could improve what is known about best practice. There could be instances where data reveals a casualty problem for which the Partnership is not currently delivering an intervention and where no best practice interventions have been identified elsewhere.

This provides an opportunity for the Partnership to undertake some research and pilot something new. In this situation, it may be possible to obtain research grants and working with expert organisations. When designing a new intervention, it is key to think about:

What is the **evidence base** for the problem we are trying to solve? What do we know about what works in other sectors or for other problems?

How can Safe System thinking help us to **address the problem**? How can we strengthen the whole system through a new intervention?

What are the **aims and objectives** of the intervention? What will it specifically seek to achieve?

How will we **test effectiveness** in a pilot? What will our measures be? In a pilot, this will also consider costs of implementation, ease of implementation and acceptability, as well as how much it contributes to reducing the casualty problem.

Next Steps

Implementation of Safe Systems is still a relatively new approach in the UK, although more organisations and safer road partnerships are now embarking on that journey. Given this new way of working, it could take time to embed the philosophies, establish methodologies for data collection and gather baseline data. However, the partners are committed to working together to create a safer system providing a more forgiving road system designed to protect people from death and serious injury.

We will also need to draw on the involvement of communities in all working together to achieve safer roads in South Yorkshire. By adopting positive attitudes and behaviours and sharing the responsibility for road safety outcomes we can make a big difference and prevent the needless pain, grief and suffering associated with each and every road traffic collision.

We call on everyone to play their part in helping to make South Yorkshire roads safer.

**SAFE
SYSTEMS
IS STILL A
RELATIVELY
NEW** APPROACH
IN THE UK



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