

SOUTH YORKSHIRE SAFER ROADS PARTNERSHIP

MAKING SOUTH YORKSHIRE ROADS SAFER

2014 ANNUAL REPORT

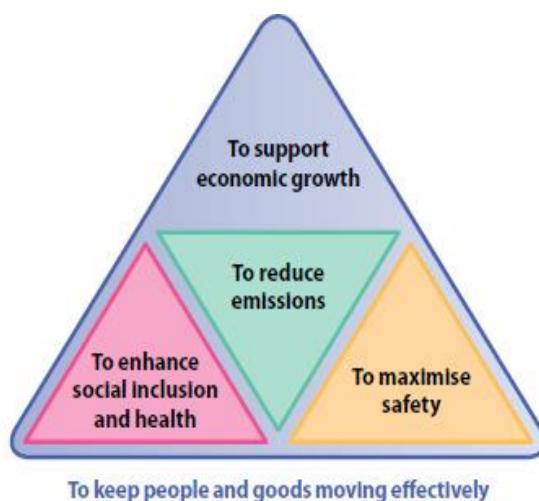
AUGUST 2015

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CHAPTER 1: PARTNERSHIP OVERVIEW AND RESOURCES

- 1.1 In 2010, the South Yorkshire Casualty Reduction Partnership broadened its role and evolved into the South Yorkshire Safer Roads Partnership (SRP). Under the auspices of the Barnsley, Doncaster, Rotherham and Sheffield Combined Authority (CA) our strategy aims to support the Sheffield City Region (SCR) Transport Strategy 2011-2026 which has four key goals:-



- 1.2 Clearly, our primary goal is 'To Maximise Safety' but we recognise that safer roads make a significant contribution to the other three goals which are also not mutually exclusive.
- 1.3 The Partnership is a multi-agency, multi-function group consisting of senior representatives from:-
- South Yorkshire Police including South Yorkshire Safety Cameras
 - 4 Local Authorities
 - South Yorkshire Fire and Rescue
 - Health/PCT (now evolved into the Councils' Health and Wellbeing Boards)
 - South Yorkshire Passenger Transport Executive
 - Highways Agency
 - Yorkshire Ambulance Service
 - Peak District National Park
 - University of Sheffield
 - South Yorkshire Local Transport Partnership (LTP) Central Team, providing support around programme, performance and financial management, data analysis and administration.
- 1.4 The Partnership is chaired by the Chief Superintendent, Head of Operational Support Services at South Yorkshire Police with the Vice-Chair being the Area Manager for Prevention, Protection and Road Safety at South Yorkshire Fire and Rescue Service.
- 1.5 Our overarching principle is collective responsibility for safety, collision prevention, risk and casualty reduction which in turn drives and is driven by changing behaviour.

- 1.6 This supports our philosophy that we need to continue to move from just treating locations where some have already been injured towards more systematically identifying the specific causes and high risks and applying actions that are most likely to address these, therefore preventing injuries in years ahead.
- 1.7 'Maximising Safety' is sometimes disputed. To some it implies *minimising* death and injury. For others, it means *freedom* from the dangers associated with motor vehicles which can impose restrictions on people's daily lives particularly the more vulnerable such as children, older people and 'two wheelers'. We recognise both aspects and strive for each. We continue to adapt our approaches to include the wider transport networks and related agendas like air quality, health and active travel.
- 1.8 All partners make valuable contributions to the overall aims and objectives to the Partnership. In terms of resources (staff, equipment, premises and funding) the main sources are shown in Figure 1.1 below.
- 1.9 We have set our operations within the framework of the Emergency Services well-established model of the 'gold/silver/bronze' command structure which is shown in Figure 1.2 below.
- 1.10 This has led to a reinforcing of the partnership approach with high visibility and commitment as well as enabling the various groups to understand better their roles and contribution. It also helps in breaking down institutional barriers and allows individuals to focus on the task rather than concerning themselves with broader issues.



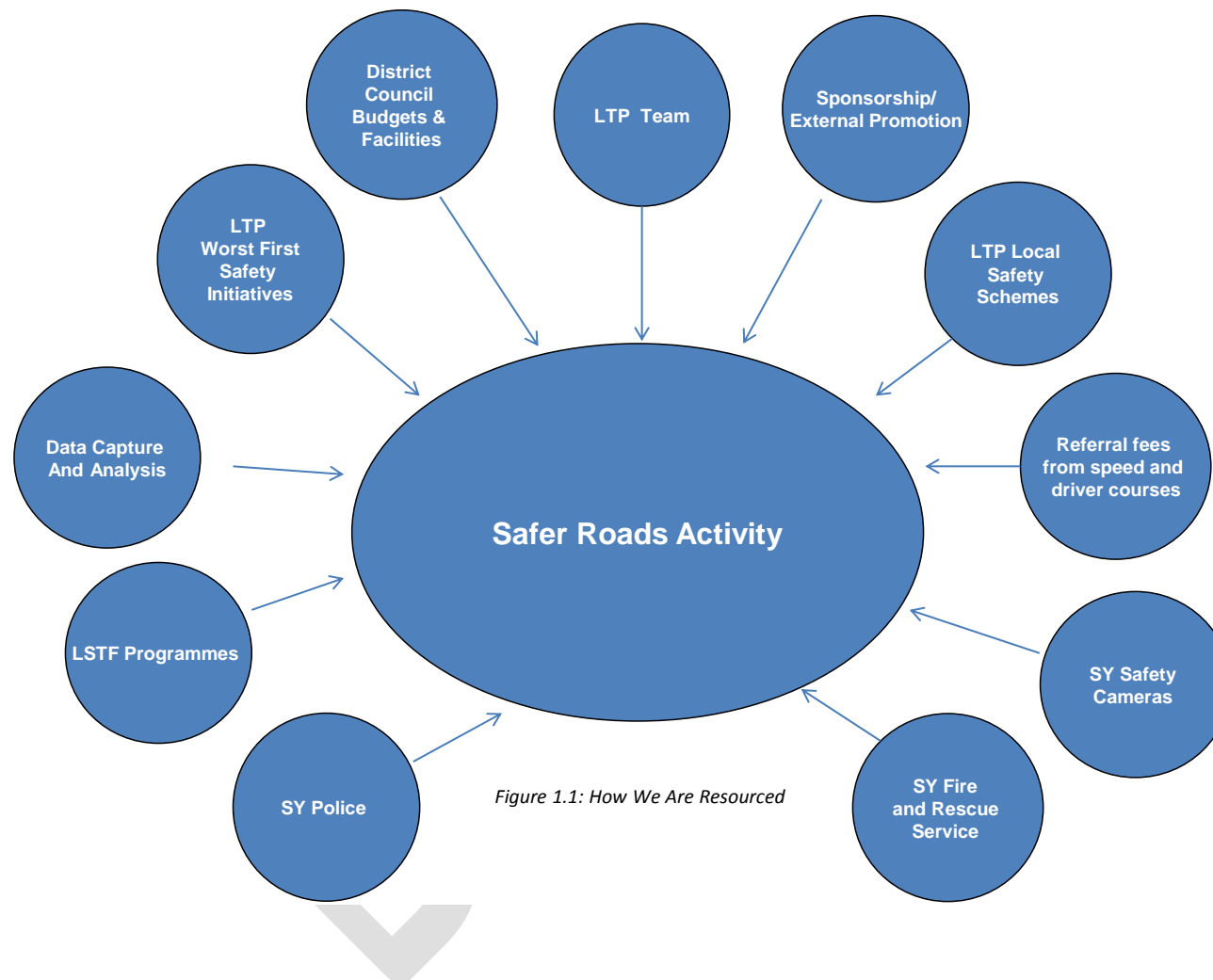


Figure 1.2: Safer Roads Partnership Governance Structure

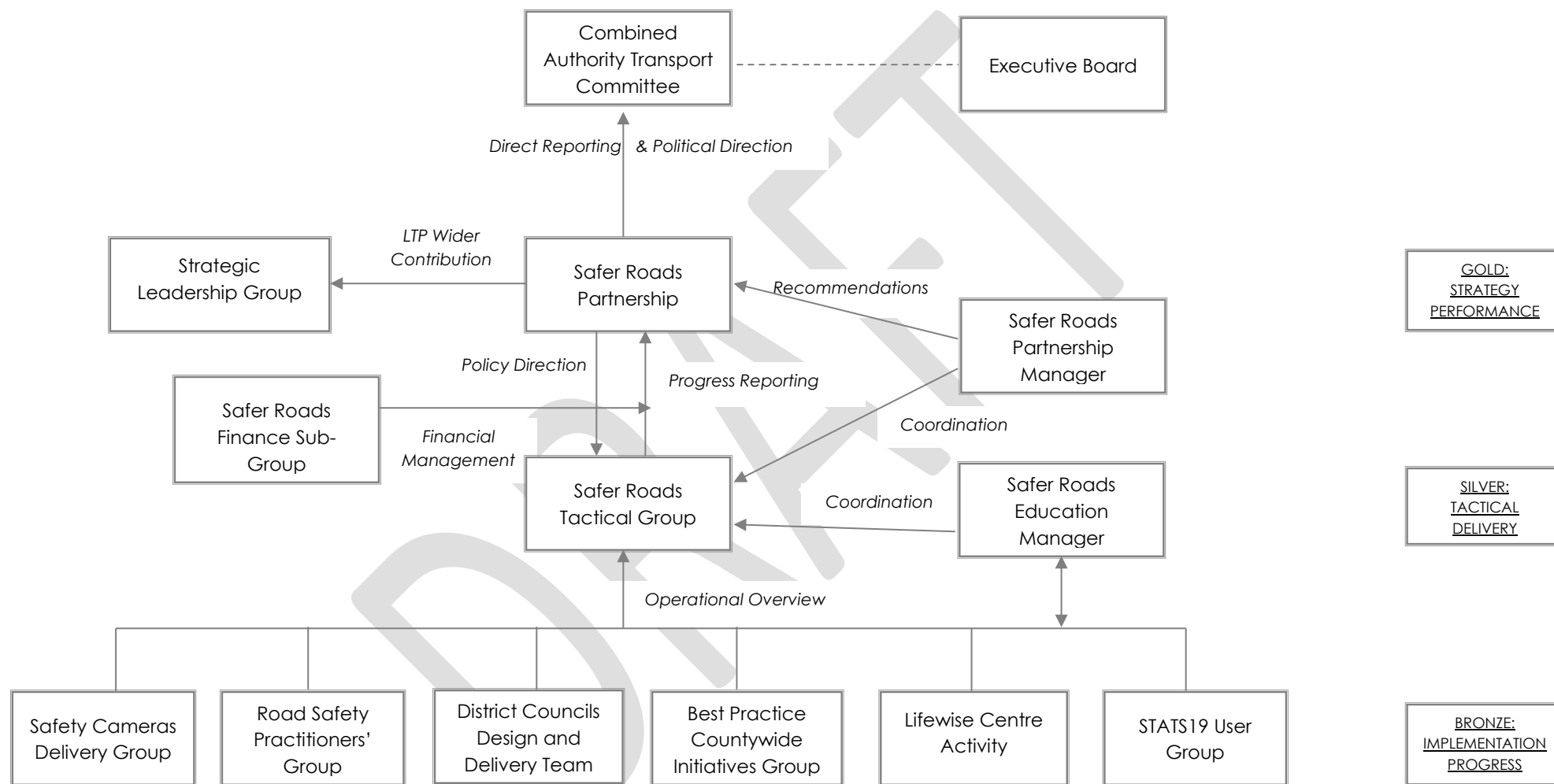


Figure 1.2: Safer Roads Partnership Governance - Gold/Silver/Bronze Command

GOLD: Strategy and Performance Level

- ◆ Reviewing the Safer Roads strategy and approach;
- ◆ Challenge assumptions and mind-sets;
- ◆ Accessing independent advice when required;
- ◆ Reviewing the progress of the delivery and implementation plans;
- ◆ Reviewing and directing resources;
- ◆ Commissioning research and development activities;
- ◆ Development and management of the Communications/Media Strategy;
- ◆ Responding to the requirements of any external investigation/inquiry on safer roads matters.

SILVER: Tactical and Delivery Level

- ◆ Development of the delivery and implementation plans;
- ◆ Oversee and monitor delivery of projects and schemes;
- ◆ Provide reports on progress and track performance against indicators;
- ◆ Make recommendations for developing new interventions;
- ◆ Share best practice across practitioners;
- ◆ Overseeing use of resources and budget management;
- ◆ Recommending the need for reviews and evaluation.

BRONZE: Implementation and Progress Level

- ◆ Delivery of individual projects/schemes;
- ◆ Ensuring key milestones/targets are met;
- ◆ Providing a 'project management' function;
- ◆ Reporting on progress;
- ◆ Making recommendations for improvements;
- ◆ Ensuring best value.

CHAPTER 2: WHAT WE WANT TO ACHIEVE

- 2.1 Moving people and goods is not risk free. Our approach will continue to focus on mitigating danger and influencing behaviour to prevent collisions and casualties. We rely on and contribute to three casualty data sets to provide evidence and assist in targeting our resources to give best effect:-
- National – Road Casualties GB and the Government’s Strategic Framework for Road Safety (SFRS);
 - Regional level – Yorkshire and Humber regional data and benchmarking with other Region’s figures;
 - Sub-regional – Data collected by South Yorkshire Police (STATS19) and collated/analysed at a South Yorkshire level and also broken down and studied at the Metropolitan District/City level.
- 2.2 We aim to utilise Hospital Episode Statistics (HES) data relating to admissions due to road traffic incidents as well as use other data sources such as the Market Area Segmentation Tool (MAST).
- 2.3 Our ‘Making South Yorkshire Roads Safer’ strategy sets out in more detail our aims and objectives.
- 2.4 There are three broad aims:-
- Reduce the total number of deaths and serious injuries arising from road traffic collisions (RTC);
 - Reduce the number of deaths and serious injuries to children and young people [0 to 17 years inclusive] arising from RTC;
 - Reduce the number of people with slight injuries as a result of traffic-related incidents. (At the moment, because of difficulties in obtaining consistent data from HES for example, we are using ‘slight injuries from RTC’ as a proxy.)
- 2.5 To align with the Government’s Outcomes Framework in the SFRS, we also monitor casualty rates (as opposed to collision and casualty numbers) utilising:-
- Rate of KSI casualties per 10,000 people;
 - Rate of KSI casualties per 100 million vehicle miles.
- 2.6 Again, in line with the SFRS, we have not set targets but have followed the Government’s approach of utilising a forecasting and trend projection methodology. This is founded on future traffic predictions and that the existing road safety programmes and initiatives will broadly continue. Unlike the SFRS however, we have limited our projections to 2020, with a significant review due to take place in 2016, following the completion of the Safer Roads restructure.
- 2.7 We monitor our progress by utilising three main indicators:-
- The total number of deaths and serious injuries – based on a five year average of outputs from 2005 to 2009, year on year, we aim to achieve a 4% reduction on the previous 5 year rolling average;
 - The total number of deaths and serious injuries to children and young people aged 0 to 17 years - based on a five year average of outputs from 2005 to 2009, year on year, we aim to achieve a 5% reduction on the previous 5 year rolling average;
 - The total number of slight injuries - based on a five year average of outputs from 2005 to 2009, year on year, we aim to achieve a 1% reduction on the previous 5 year rolling average.

2.8 We employ additional indicators to inform our analyses and measure our performance to ensure we are on the right track. Some examples are:-

- Rate of road deaths;
- Rate of pedestrian injuries;
- Rate of pedal cyclist injuries;
- Rate of motorcyclist injuries;
- Rate of car users injuries;
- Number of collisions involving drivers under the age of 25;
- Number of people aged over 70 injured in road traffic collisions;
- Number of collisions/casualties on rural roads.

CHAPTER 3: WHAT WE'VE DONE

- 3.1 We employ a three pronged approach around the individual three 'E's' of Education, Engineering and Enforcement. Some of the activities and projects listed below are not specific to 2014 and some overlap one or more of the 'E's'. The list is also not intended to be fully comprehensive or in any priority order.
- 3.2 We have also developed a detailed central repository of engineering-based local safety schemes, implemented from 2006 which sets out what has been done and achieved and we operate a joint activity data-base for road safety Education, Training and Publicity (ETP) work across South Yorkshire.

Education

- 3.3 The South Yorkshire Safer Roads Education Manager (SREM) is in post to coordinate and focus all ETP-based activity undertaken across South Yorkshire by the constituent partner organisations.
- 3.4 Four Countywide Road Safety Officers are deployed to operate out of the Lifewise Centre, supplementing and supporting individual Partner's activity across the sub-region, focusing on "worst first" areas and user groups; A Communications Officer is in post to co-ordinate and deliver the communications strategy which aims to raise the profile of the SRP and its activities, influence attitudes, bring about behaviour change and improve internal communications.
- 3.5 A Junior Road Safety Officer Co-ordinator is employed to promote the JRSO ambassador scheme in primary schools across South Yorkshire.
- 3.6 A dedicated road safety presenter for Crucial Crew to ensure a consistent approach to delivery to schools across South Yorkshire.
- 3.7 Delivery of activity through the Lifewise Centre such as:-
- Crucial Crew
 - Scooter Safe (Mobility Scooters)
 - Bespoke Driving for Better Business sessions for major organisations in South Yorkshire who have employees driving for work
 - Drive Safe (@ 60 +) to help keep older people driving safer for longer
 - Road safety input to other events held at Lifewise for scouts, guides, older people, Roma Slovak community, general open days, etc.
- 3.8 Roll-out the 'Collision' learning resource pack for pupils in Y11, with over 80% of secondary schools in South Yorkshire having taken a pack for delivery as part of Personal Social and Health Education (PSHE) lessons.
- 3.9 Delivery of Drive for Life events in sixth forms and colleges to highlight the risks for young and novice drivers, presenting to over 5,000 students per annum.
- 3.10 Extension of the Learn Safe/Drive Safe project delivered by driving instructors as part of the driving lesson to include e-learning modules, parental involvement and post-test training.

- 3.11 Delivery of a road safety 'Oscars' style event to reward secondary school pupils who have taken part in a peer to peer drama project. Students are asked to devise a piece of drama to convey key road safety messages. Their productions are then presented to other students in school thus extending the reach of the road safety message. The productions are filmed and submitted for judging and prizes are awarded in various categories.
- 3.12 Deployed the RTC Intervention Vehicle (Subaru) at a variety of venues and events, including night time engagements, to enable us to engage particularly with harder to reach groups like young drivers/riders.



- 3.13 Deployed the SRP motorcycles and the powered two wheeler casualty reduction officers to engage with powered two wheeler riders in a bid to encourage them to consider further skills training. In particular, develop a new intervention for young riders on low powered machines. Twist and Go (TWANG) is aimed at those who have a CBT certificate and are looking to enhance their knowledge and practical riding skills.
- 3.14 Delivery of SRP projects funded by LSTF Key Component and main bid programmes including:-
- Powered two wheeler safety training
 - Young driver training
 - Eco-driving training
 - Safe and sustainable travel campaigns
 - Walk to work project via schools
 - Young people's travel planning
- 3.15 Delivery of an annual calendar of road safety campaigns and events in 2014 including:-
- Child Safety Week - June
 - Chief Fire Officers Road Safety Week - June
 - Summer Cycle Safety Campaign (including Tour de France) - July
 - Someone's Son motorcycle campaign – September
 - Be Bright Be Seen campaign – October/November
 - National Road Safety Week - November
 - Don't Drink and Drive (Summer and Christmas Campaigns) – June and December
- 3.16 Further development of countywide materials and resources to ensure consistent messaging.
- 3.17 Distribution of a newly developed resource pack for nurseries called Smart Start to enable nursery and children's centre staff to deliver a range of road safety activities to early years children.

- 3.18 Engagement with young people as part of a comprehensive series of Freshers events at colleges across South Yorkshire.
- 3.19 Engagement with employees via events held at major businesses across South Yorkshire eg Royal Mail, Stanley Tools, DHL, to provide relevant road safety information for staff. This included topics such as winter driving tips, tyre safety, awareness raising of new smart motorways in South Yorkshire and don't drink and drive. Also engagement with HGV drivers at a local truck stop to convey similar messages.
- 3.20 Recruitment to establish a citizens' panel to be used to provide feedback on road safety campaigns and gauge opinion on a range of related issues.



Engineering

- 3.21 As well as continuing to carry out routine maintenance of the existing highway assets and improving street lighting, traffic signs, signals and markings, individual Councils have invested significant capital sums in collision remedial activity via their local safety schemes (LSS), programmes (2014/15 (in part adjusted to calendar year)):-

Barnsley MBC Local Accident Schemes - £46,000
 Doncaster MBC Safer Roads Programme - £327,000
 Rotherham MBC Safer Roads Programme - £333,000
 Sheffield CC Accident Savings Programme - £160,000
 Sheffield CC Road Safety Audits - £76,000

- 3.22 Further details of the individual programmes are available on request.
- 3.23 Additionally, by adopting a 'worst first' approach and investing in activity best carried out at a countywide level, Sheffield CC completed detail design on two Worst First Schemes, which will be implemented this year – the A57 Mosborough (reduction in speed limit to 50mph and signing and lining improvements) and Herries Road (reduction in speed limit to 30mph and signing and lining improvements). Rotherham MBC also implemented one of the schemes identified in the A630 route study at the A630/Kilnhurst Road junction in

Hooton Roberts, with work being completed on the signalisation of this junction in May 2014. In addition, the A57 route study was completed and a start was made on implementing the recommendations. Installation of average speed cameras on the A61 trunk road was completed, extending these through to junction 36 of the M1. The cameras were calibrated in June 2014, although enforcement did not commence straight away. A range of small/medium scale improvements were introduced in Doncaster including reduced speed limits outside schools, high friction surface treatment of the A6182 White Rose Way/Middle Bank roundabout, route treatment on the A614 North of Thorne and pedestrian refuge islands on the A638 Bawtry Road, Bessacarr. In addition a toucan crossing was installed on the A630 Cleveland Street at Hexthorpe.

- 3.24 Sheffield CC made significant progress with 20 mph speed limits, seven new sign-only 20mph areas were introduced in 2014/15. This is a rolling programme and another six 20mph areas will be introduced over the next two years. A study looking into the feasibility of a Sheffield City Centre 20mph limit was also completed. Rotherham MBC adopted a new 20 mph speed limit policy setting out how potential schemes will be assessed and prioritised.
- 3.25 On the strategic road network, the Highways Agency completed a number of improvement schemes: -
- A61 / A616 Westwood Roundabout; advanced enabling works (static diversions) for 2015-16 'hamburger' / signalisation improvement
 - M1 J33 / A630; Widening and signals improvements
 - A1 Skellow; North and South bound Lay-by closures
 - M18 J2 – J3; Widening and lane gain / lane drop
 - M18 J5; Widening and signals improvements
 - M1 Tinsley viaduct top deck barrier installation
- 3.26 There were also numerous smaller asset renewals; joint replacement, parapet replacement, and waterproofing replacement as well as a full programme of resurfacing works on the A1 and M18 routes in South Yorkshire.
- 3.27 Regular discussions have also been held with the Highways Agency about the implications and enforcement requirements of the Smart Motorway all lane running programme on the M1. It is anticipated that the first sections of Smart motorway in South Yorkshire will be operational late in 2015.
- 3.28 In Rotherham, work was completed in April on the major A57 improvement scheme. Work continued on the new FARRRS road to improve access to the Rossington area and Robin Hood Airport (Doncaster/Sheffield) with completion scheduled for early 2016. In Barnsley, works in the vicinity of Junction 36 of the M1, including pedestrian crossing facilities and a shared cycle way/footway, were designed and put out to tender. Signalisation of Junction 37 was completed.



A57 Improvement Scheme



A6182 White Rose Way

Enforcement

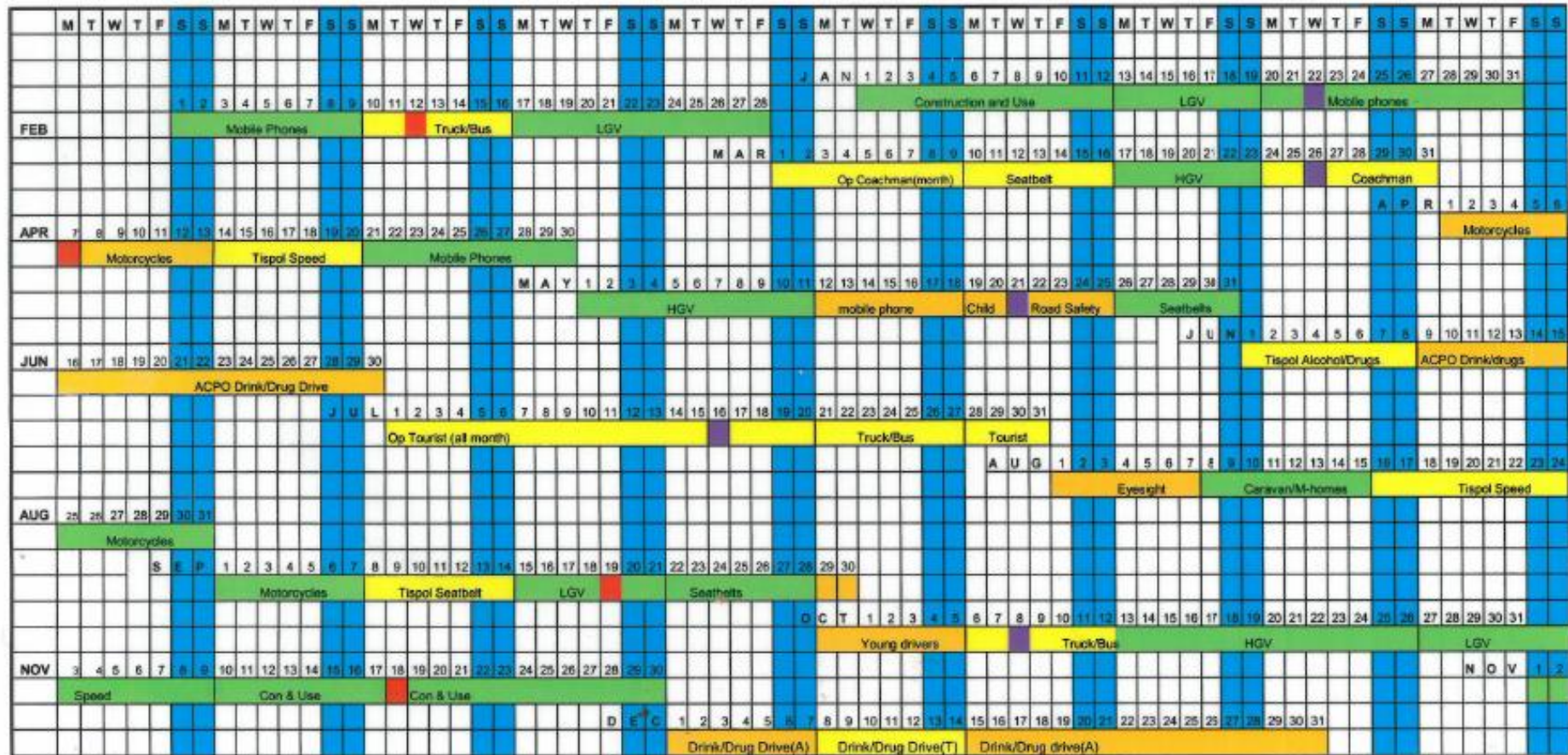
3.29 In terms of enforcing road traffic law, during the year we have carried out a range of activity over and above the more routine road traffic policing operations:-

- Utilised 3D Laser Scanners to assist in RTC investigations/prosecutions and speed up the re-opening of roads;
- Refocused the deployment of safety cameras and began an expanded 'Community Concern' sites programme;
- Began the procurement processes to replace 'wet film' safety cameras with digital technology;
- Operation Ophelia (targeting HGV driving standards on the strategic road network);
- Christmas and Summer Drink Drive enforcement including deployment of a "crash car" involved in a drink drive collision which was displayed around the county to engage with members of the public;
- Specific enforcement aimed at high priority groups (targeting the "Fatal Four" – mobile phones, speed, alcohol, seat belts);
- Unipar Speed Guns for SNTs to undertake speed monitoring in conjunction with local communities;
- Introduced new courses for 'careless' driving under the National Driver Offender Retraining Scheme (NDORS):-
 - What's Driving You?
 - Driving For Change
- Expanded ANPR activity especially around uninsured drivers;
- Adopted a protocol for the consistent deployment of vehicle activated signs (VAS) and speed indication devices (SID) across South Yorkshire;
- Agreed a schedule of messages for the VMS on the local road network to align with and promote key Police enforcement operations;
- Provided funding for CCTV equipment and vehicles to assist local authorities in parking offence enforcement particularly in the vicinity of the more remotely located educational establishments;
- Conclude research and analysis associated with the DfT funded Predictive Analysis Project (PAP) and make recommendations for taking the results forward on a national and sub-regional basis.



3.30 The weekly schedule for the South Yorkshire Roads Policing Group is given below.

R.P.G. - WEEKLY PROJECTS 2014



CHAPTER 4: OUR PROGRESS SO FAR

The 2014 casualty statistics showed a mixed picture in terms of progress towards a reduction in the number of people injured on South Yorkshire roads. The number of children killed or seriously injured (KSI) reduced, to the lowest on record. However, overall casualties were up by 8%. Some categories have seen reductions and casualty trends are still on track to meet projected reductions for 2020. An Executive Summary and further details of the South Yorkshire collision and casualty statistics for the 2014 calendar year are given below.

Executive Summary

4.1 Overview

- Compared to 2013, there was a 5.9% increase in the number of recorded collisions in 2014 to 3,168, the first time this figure has risen in a number of years.
- Casualties also rose (8.2%) to 4,557. Of these, 4,088 (89.7%) were of slight severity and 469 (10.3%) involved death or serious injury, a decrease of 12 from the previous year. There were 26 fatal casualties on South Yorkshire roads, 6 less than in 2013.
- The number of KSI casualties appears to have flat lined between 2011 and 2014. However, the total is still 23% lower when compared to the 2005/09 average.

4.2 District Overview

- Progress in the four districts of South Yorkshire has varied in 2013. Casualty numbers rose in all districts except for Rotherham, where they fell by 83 to 823 (9.2%)
- KSI casualties fell in Doncaster and Rotherham by 8.5% (10) and 17.7% (20) respectively. In Barnsley however, they increased by 1.2% (1) and in Sheffield by 10.1% (17).
- Sheffield was the only area to have a rise in fatal casualties this year with one more for a total of 8. Barnsley and Rotherham saw decreases (for totals of 2 and 6 respectively) and Doncaster had the same number, 10, as in 2013.
- In Barnsley and Sheffield, KSI casualties rose by 1.2% and 10.7% to 82 and 186 respectively. In Doncaster there was a slight decrease to 108 and in Rotherham the number reduced to 93.

4.3 Children aged 0 to 15

- Casualties aged 0 -15 rose in 2014 to 470.
- Again there were 2 fatal casualties in this age range the same as in 2014.
- Serious collisions fell in 2014 meaning that overall, child KSI casualties were down by 20% to 48.
- The majority of child casualties were in vehicles as passengers (47%).

4.4 Young Drivers / Riders (17-24)

- The number of young driver / rider casualties has seen a further 2.3% increase compared to 2014.
- The number of young driver / rider KSI casualties, reduced slightly in 2014 following the rise in 2013.
- The majority of young driver / rider casualties that suffered injury this year were car drivers. However, in terms of KSI the P2W riders were higher by 1 totalling 30.

4.5 Pedal Cycles

- There was 1 less pedal cycle user death in 2014, however there were 7 more serious injuries recorded.
- Overall pedal cycle casualties totalled 330, a 14% increase on the previous year.

Indicators of Progress for SRP for the Period 2010 to 2020

- 4.6 Following detailed consideration at various workshops arranged with and through the SRP and mindful of advice given in, amongst other things:-
- 'A Safer Way: Consultation in Making Britain's Roads the Safest in the World' [April 2009];
 - 'Advice about Local Road Safety Strategies' [July 2009];
 - 'National Road Safety Strategy and Road Casualty Reduction in Local Transport Plans' [March 2010];
 - The Coalition Government's Ministerial letter about road safety and future funding for fixed speed and other cameras [June/July 2010];
 - Comprehensive Spending Review and Local Government Formula Grant settlement [October/November 2010];
 - The World Health Organisation's Global Plan for the Decade of Action for Road Safety 2010 to 2020 [May 2011];
 - DfT's Strategic Framework for Road Safety (SFRS) [May 2011].
- 4.7 We have concluded that we should aim for three headline objectives for all roads in South Yorkshire:-
- Reduce the total number of deaths and serious injuries arising from RTCs;
 - Reduce the number of deaths and serious injuries to children and young people [0 to 17 years inclusive] arising from RTCs;
 - Reduce the number of people with slight injuries as a result of traffic-related incidents.
- 4.8 The future remains very uncertain: in particular regarding availability of resources for delivery and the fact that SFRS does not set targets or indicate the level of funding available nationally. This Plan recognises this and objectives and any forecasts have been influenced by this uncertainty. As stated earlier, we will review the Plan regularly via the annual report and the LTP3 Implementation Plan processes.
- 4.9 With this in mind, we consider it inappropriate to set longer term, quantified, detailed targets as such. SFRS utilises a forecast and trend projection methodology based on rolling averages to project likely percentage casualty reductions at a national level for 2020 and 2030, based on a 2005 to 2009 average. Taking the Government's central projections, which are founded on future traffic predictions and the assumption that the existing road safety programmes and initiatives will broadly continue (but that there will be no significant new ones akin to compulsory seat belt wearing, for example) (see TRL Report PPR552 (2011)), leads to the conclusion that KSIs are predicted to reduce by some 40% by 2020 and 55% by 2030.
- 4.10 In order to give an indication of progress towards meeting these key objectives, the following will be applied to the 3 main indicators that we have chosen:-
- The total number of deaths and serious injuries – based on a five year average of outputs from 2005 to 2009, year on year, a 4% reduction on the previous 5 year rolling average;
 - The total numbers of deaths and serious injuries to children and young people aged 0 to 17 yrs. old - based on a five year average of outputs from 2005 to 2009, year on year, a 5% reduction on the previous 5 year rolling average;
 - The total number of slight injuries - based on a five year average of outputs from 2005 to 2009, year on year, a 1% reduction on the previous 5 year rolling average.

4.11 It should be stressed that these are neither targets nor definitive forecasts but we are confident that with effective deployment of resources and our multi agency partnership approach, these can be realised.

4.12 The following tables summarise the progress that has been made at the end of the calendar year 2014 on the three main indicators we are currently reporting on, showing that although the reductions year on year seem to flattening out over the last 5 years, the overall trend is still down and the reduction in each category is greater than the forecast we aimed for.

PEOPLE KILLED OR SERIOUSLY INJURED IN ROAD TRAFFIC COLLISIONS

REPORTING YEAR	RESULTS					
	ACTUAL YEAR TOTAL	5 YEAR AVERAGE	YEAR ON YEAR CHANGE		CUMULATIVE CHANGE	
	NO.	NO.	NO.	%	NO.	%
2005	658	N/A	N/A	N/A	N/A	N/A
2006	626	N/A	N/A	N/A	N/A	N/A
2007	639	N/A	N/A	N/A	N/A	N/A
2008	585	N/A	N/A	N/A	N/A	N/A
2009	530	607.6	N/A	N/A	N/A	N/A
2010	435	563.0	-44.6	-7.3%	-44.6	-7.3%
2011	471	532.0	-31.0	-5.5%	-75.6	-12.4%
2012	479	500.0	-32.0	-6.0%	-107.6	-17.7%
2013	481	479.2	-20.8	-4.2%	-128.4	-21.1%
2014	469	467.0	-12.2	-2.5%	-140.6	-23.1%

CHILDREN AND YOUNG PEOPLE KILLED OR SERIOUSLY INJURED IN ROAD TRAFFIC COLLISIONS

REPORTING YEAR	RESULTS					
	ACTUAL YEAR TOTAL	5 YEAR AVERAGE	YEAR ON YEAR CHANGE		CUMULATIVE CHANGE	
	NO.	NO.	NO.	%	NO.	%
2005	142	N/A	N/A	N/A	N/A	N/A
2006	138	N/A	N/A	N/A	N/A	N/A
2007	114	N/A	N/A	N/A	N/A	N/A
2008	112	N/A	N/A	N/A	N/A	N/A
2009	101	121.4	N/A	N/A	N/A	N/A
2010	93	111.6	-9.8	-8.1%	-9.8	-8.1%
2011	99	103.8	-7.8	-7.0%	-17.6	-14.5%
2012	95	100.0	-3.8	-3.7%	-21.4	-17.6%
2013	88	95.2	-4.8	-4.8%	-26.2	-21.6%
2014	79	90.8	-4.4	-4.6%	-30.6	-25.2%

PEOPLE SLIGHTLY INJURED IN ROAD TRAFFIC COLLISIONS

REPORTING YEAR	RESULTS					
	ACTUAL YEAR TOTAL	5 YEAR AVERAGE	YEAR ON YEAR CHANGE		CUMULATIVE CHANGE	
	NO.	NO.	NO.	%	NO.	%
2005	5,594	N/A	N/A	N/A	N/A	N/A
2006	5,621	N/A	N/A	N/A	N/A	N/A
2007	5,313	N/A	N/A	N/A	N/A	N/A
2008	4,937	N/A	N/A	N/A	N/A	N/A
2009	4,907	5,274.4	N/A	N/A	N/A	N/A
2010	4,493	5,054.2	-220.2	-4.2%	-220.2	-4.2%
2011	4,388	4,807.6	-246.6	-4.9%	-466.8	-8.9%
2012	3,967	4,538.4	-269.2	-5.6%	-736.0	-14.0%
2013	3,731	4,297.2	-241.2	-5.3%	-977.2	-18.5%
2014	4,088	4,133.4	-163.8	-3.8%	-1,141.0	-21.6%

NOTES

- * This indicator utilises information from validated STATS 19 Police returns.
- * This indicator is reported using five year averages.
- * The 2005-09 five year average is used as the 'baseline'.

REVISIONS FROM PREVIOUS VERSION

- * Inclusion of 2014 results.

Collisions

Collisions by Year and Severity

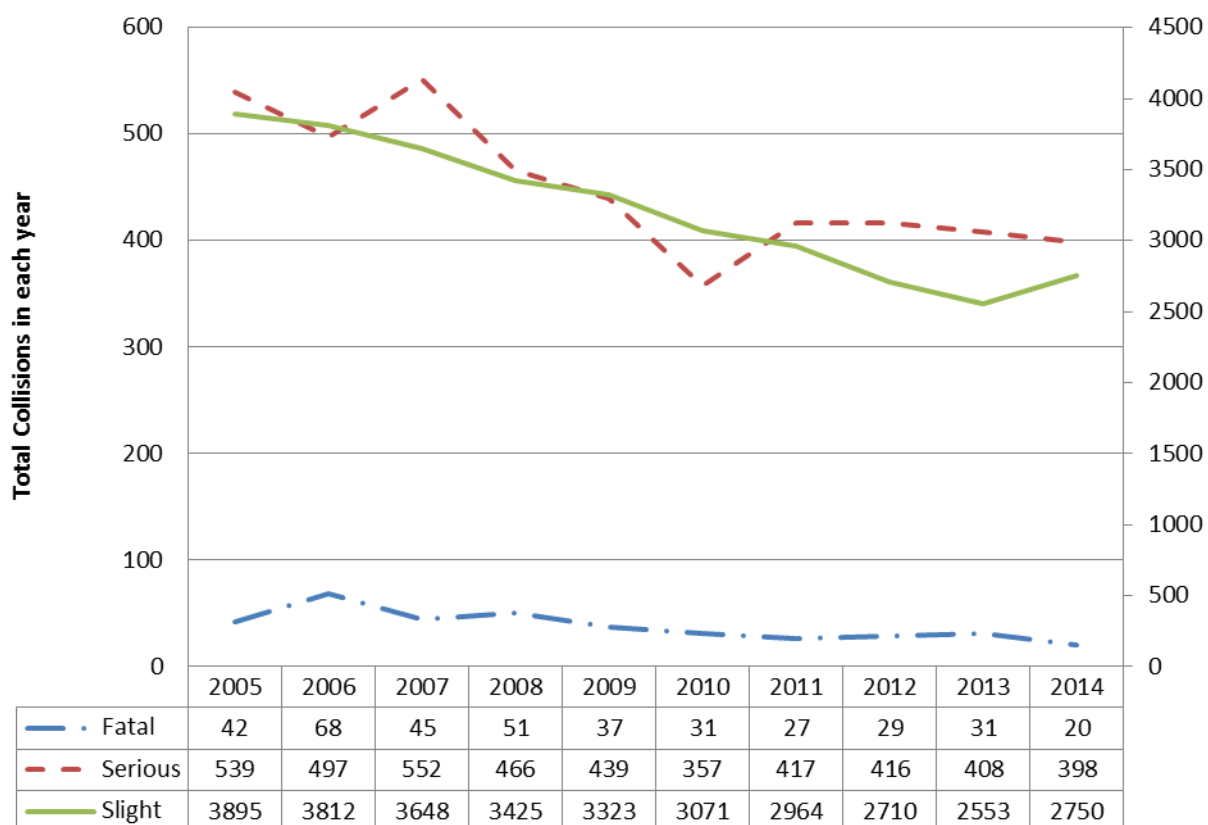


Figure 1 – South Yorkshire All Collisions 2005-2014

4.13 Unlike the previous 10 year trend, the number of recorded RTCs across South Yorkshire has risen in 2014 to 3,168. This figure represents a 5.9% increase on the previous year, but is still 24% decrease on the 2005/09 baseline figure; this figure is very similar to the figure in 2012 after the lowest recorded figure of less than 3000 in 2013. Of these collisions, 2,750 involved slight injury, 398 serious and 20 resulted in a fatal injury. It is worth noting that the increase in collisions has been within the slight category with fatal being the lowest on record and serious collisions only being lower on one occasion in 2010, when the lowest KSI total in South Yorkshire ever was recorded.

4.14 If the previous quarterly reports that have been received from DfT are reflected in RCGB then our Fatal and Serious totals will be seen to buck the national trend as it would appear both categories are on the rise this year in GB.

4.15 Using the 2005/09 as a baseline the following can be said in terms of net reductions in collisions in this year:-

- Fatal collisions by 58.8%,
- Serious Collisions by 20.2%
- Slight collisions by 24%
- All Collisions by 24%

Casualties

Casualties by Severity and Year

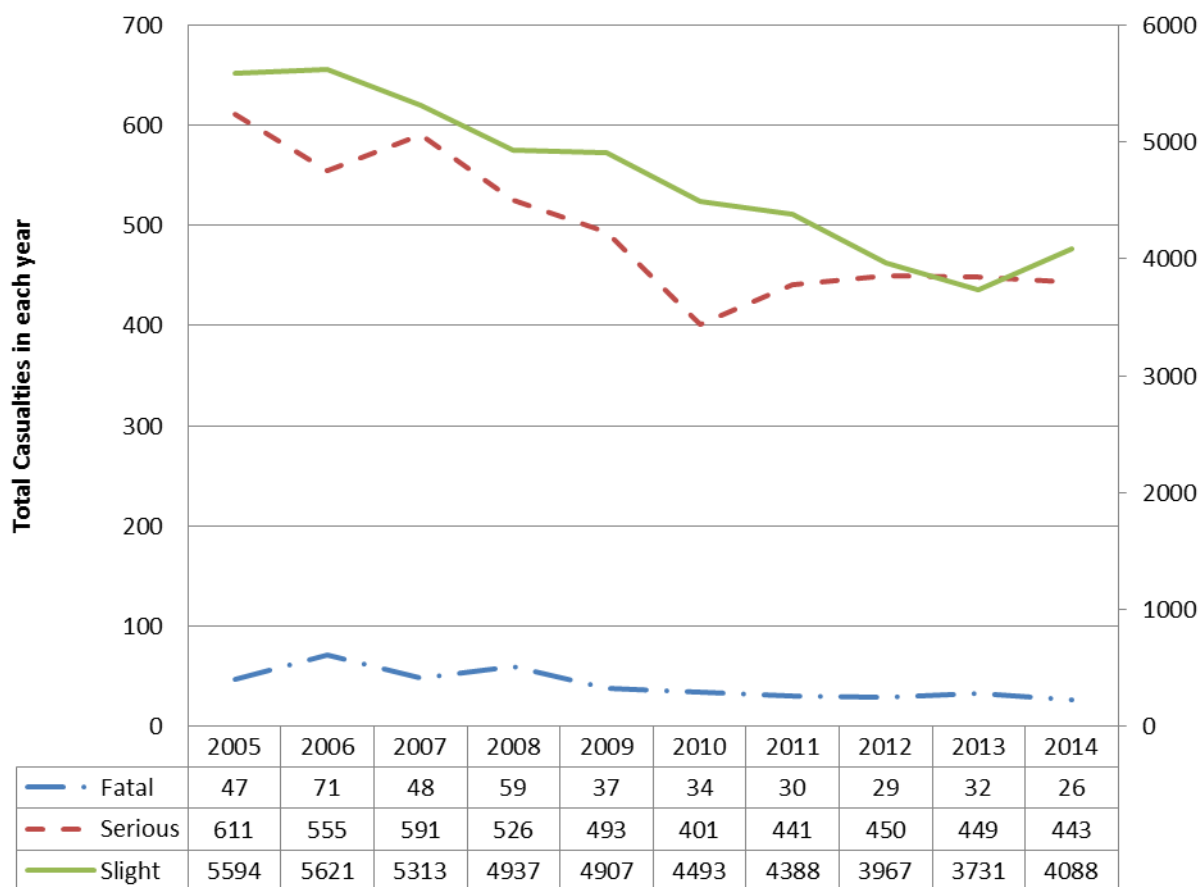


Figure 2 – South Yorkshire All Casualties, 2005-2014

- 4.16 In 2014, the number of recorded casualties as a result of RTCs across South Yorkshire totalled 4,557, 8.2% (345) more than in 2013 (Figure 2). This bucks the downward trend that has been observed since 2001 but still means that there has been a 23% decrease in casualties on the 2005/09 baseline.
- 4.17 The number of slight casualties has risen from 3,731 in 2013 to 4,088, whilst the number of serious casualties fell by 6 to 443 and the number of fatal casualties has also fallen from 32 to 26.

Pedestrian Casualties

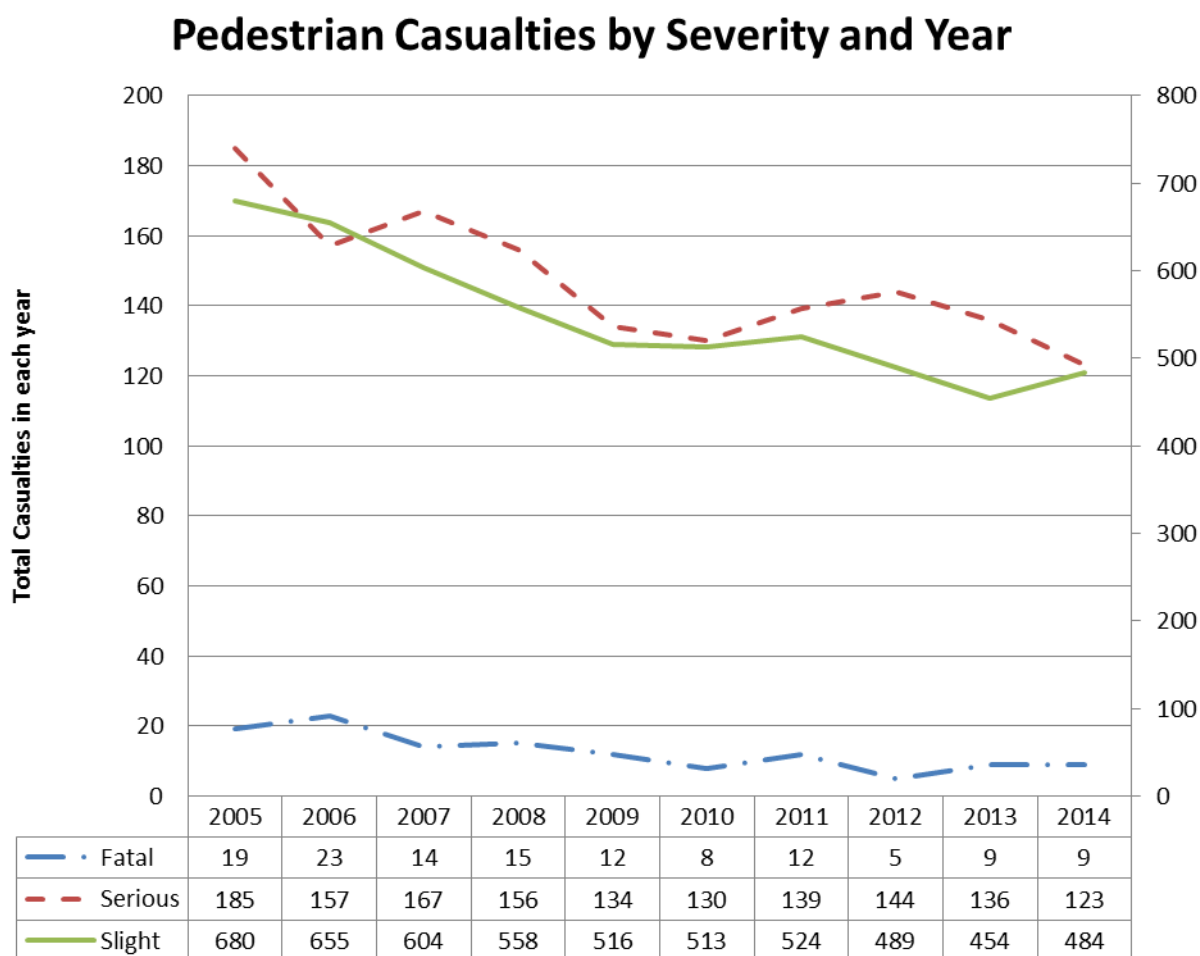


Figure 3 – Pedestrian Casualty totals, 2005-2014

- 4.18 Pedestrians were the second highest casualty user group, (616 /13.5%) and they also had the second highest percentage of KSI casualties (28.1%) highlighting their vulnerability. The same number of pedestrians were killed on roads in South Yorkshire (9) compared to the previous year, however serious casualties decreased by 13. An increase in slight casualties of 30 contributed to an overall 2.8% (7) rise in pedestrian casualties compared to 2013.
- 4.19 In terms of who is most at risk in this group, this year again saw pedestrians between the ages of 11 and 17 contributing the highest to the overall total and the 12 year olds having by far the largest KSI total with 9 in the year.
- 4.20 This user group has been highlighted in the figures for a number of years with a more detailed report being presented to SRP in November 2013 year and a specific one on younger pedestrians in April 2014. We will need to keep a close eye on this area as the 65+ age bracket has also seen a rise this year from last.

Child Casualties (0 to 15 years old)

Child Casualties by Severity and Year

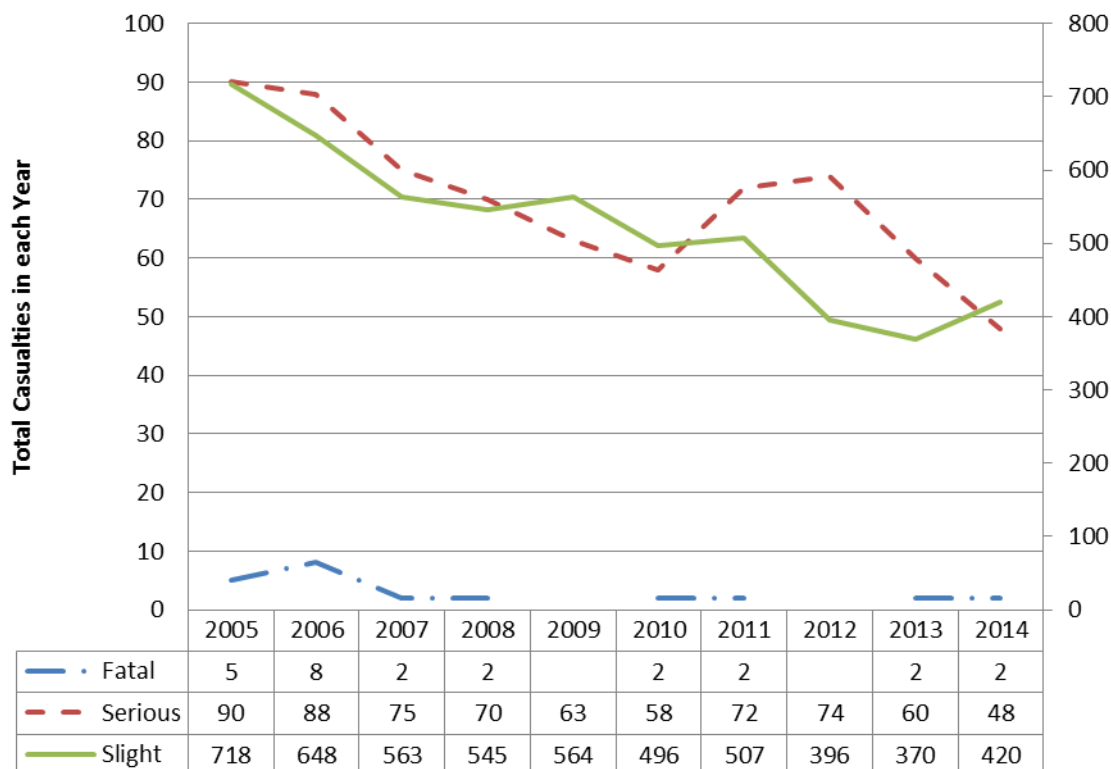


Figure 4 – Child Casualty totals, 2005-2014

- 4.21 As can be seen in Figure 4, there has been a reduction in the KSI total in 2014 of 12% from the 2013 total. This is actually the lowest total KSI total that has been recorded for this age group back to 1979. Unfortunately we still had 2 children killed in this year. One was a pedestrian and the other was a car passenger, which mirrors last year.
- 4.22 Along with the overall there was a rise in the slight total, which led to a rise in the total number of casualties for this category.
- 4.23 Figures 5 and 6 below; show the numbers in relation to the group that we are now reporting on as part of our Indicator of change data.
- 4.24 Again a reduction in the KSI total has been seen, but slight casualties have risen in line with the overall increase in this severity. However, Figure 6 shows the true extent of what appears to be 2 major peaks in the pedestrian and passenger categories. Both of these have a single fatal casualty and high numbers of slights, but the serious category is dominated by the pedestrian input and interestingly the pedal cycle group is showing a slightly higher number in the serious category than both the car passengers and P2W categories.

Casualties involving Children and Young People (0 to 17 years old)

Children and Young People (0 to 17) - Year and Severity

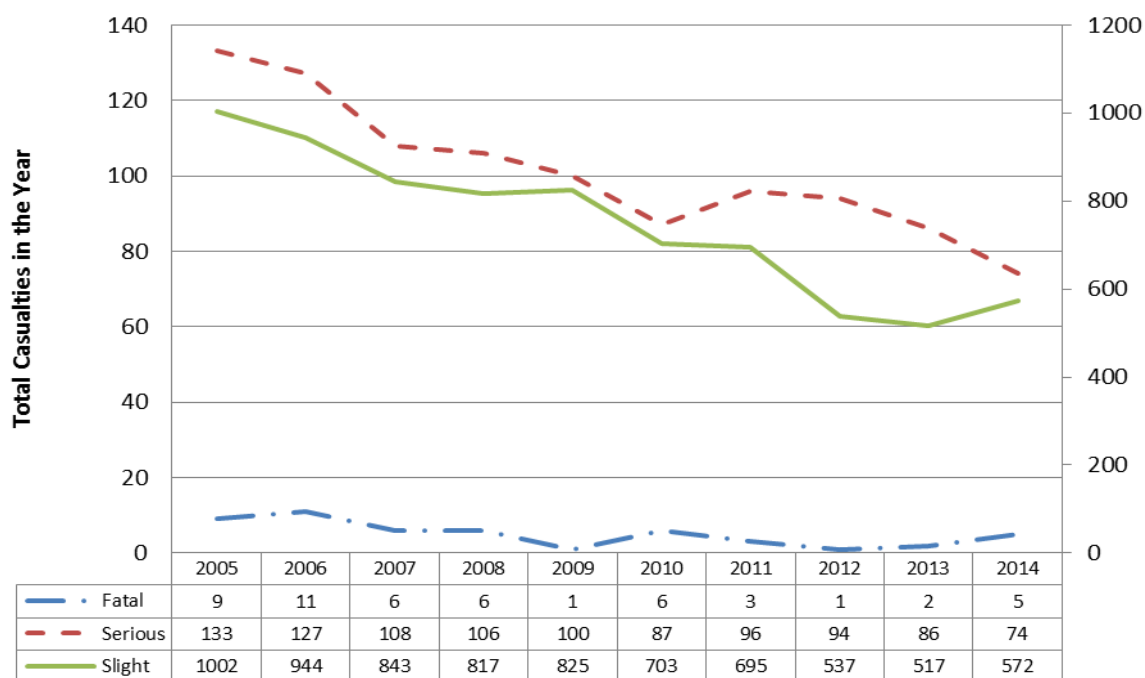


Figure 5 – Child and Young People Casualty totals, 2005-2014

Children and Young People (0 to 17) - User Group and Severity

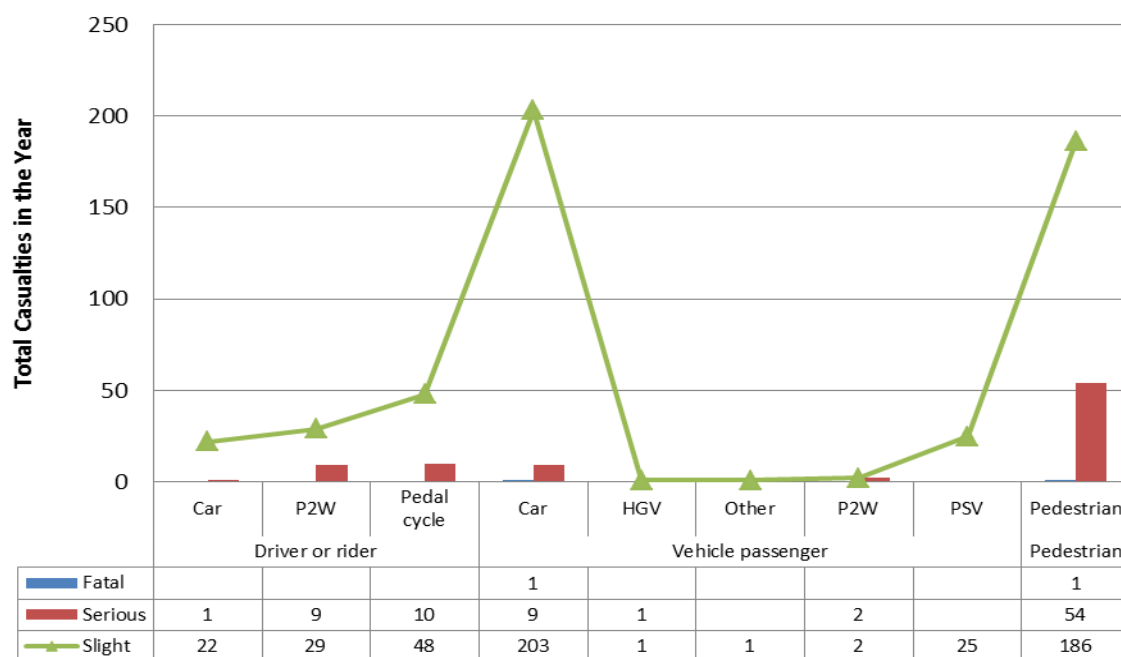


Figure 6 – Children and Young People User Group totals, 2014

Pedal Cycle Casualties

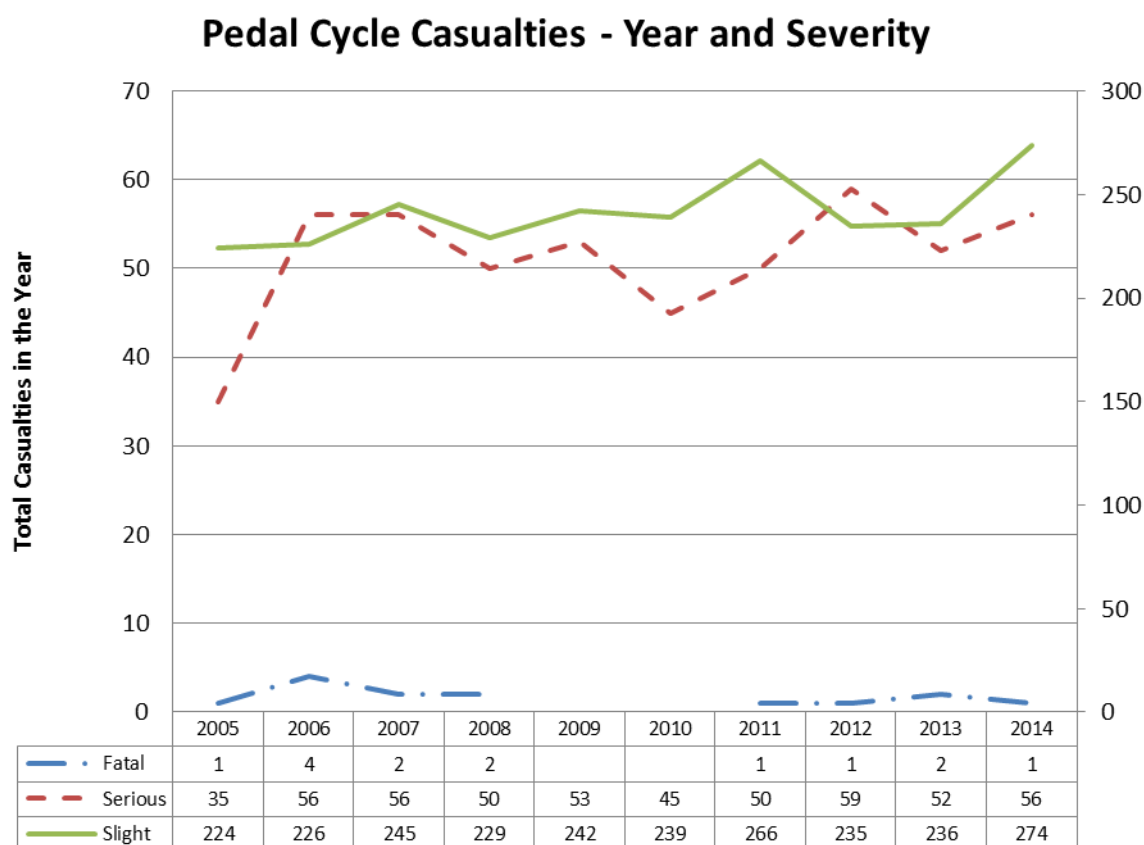


Figure 7 – Pedal Cycle Casualty totals, 2005-2014

- 4.25 Pedal cycling has been fairly high profile over the last few years in Yorkshire with the Tour de France in 2014 and more recently the Tour de Yorkshire in 2015. Although the yearly cordon counts do not always reflect the growth in cycling year on year, there are anecdotal observations that can be made on a daily basis that would suggest cycling as a mode of transport to work and for leisure has increased over the last few years.
- 4.26 Bearing this in mind casualty totals, although having risen from the 2005/09 average by some 16% overall by 2014, if viewed as represented in Figure 8 below, as a rate of casualties / count of cycles through the cordon are lower than they were in 2007.
- 4.27 Each LA has seen variations year on year in casualty numbers and count, the rate is worked out using a 3 year average of both the casualties and the counts to smooth out these variations as the numbers are quite small. Using this method the risk can be shown to have decreased by around 20% for South Yorkshire.
- 4.28 It may be the case that the number of casualties will carry on rising as more people take to the cycle as an alternative mode of transport in South Yorkshire. This will be monitored as part of the ongoing work being undertaken in all areas of Road Safety to promote casualty reduction and safer roads in general.

Annualised Index for Cycle Collision Rates Split by District using 3 Year Rolling Average

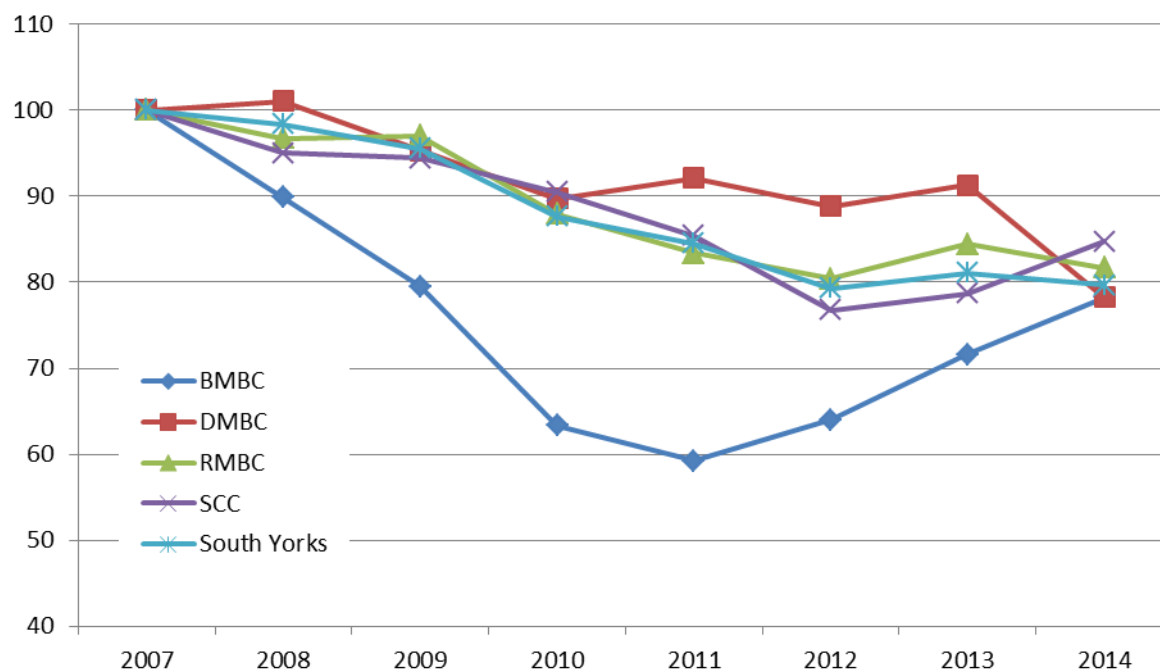


Figure 8 – Pedal Cycle Risk Index based on a 3yr average, 2007-2014

Powered 2 Wheelers

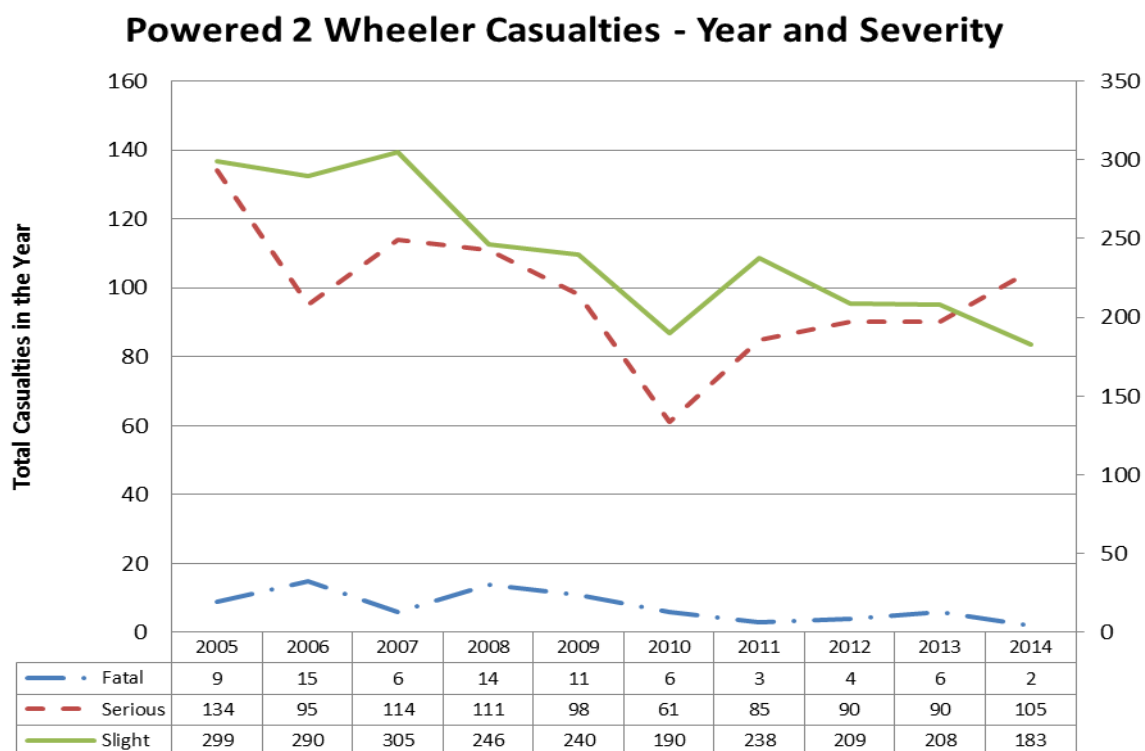


Figure 9 – P2W Casualty Totals, 2005-2014

4.29 In 2014 there was an overall reduction in P2W casualties of 4.6% against the 2013 total and a 27% reduction on the 2005/09 baseline average. However, the KSI total has risen by 11.5%, even though there was a reduction from 6 to 2 fatal casualties this year.

4.30 Again this year the younger aged riders featured highly in the figures on P2W, mainly on machines below 125cc, this of course is one of our identified priority groups. Work is currently being undertaken in the ETP arena but is only in its infancy, these interventions will continue in an effort to reduce this category of casualty over the next couple of years, hopefully with good effect.

Car User Casualties

Car User Casualties - Year and Severity

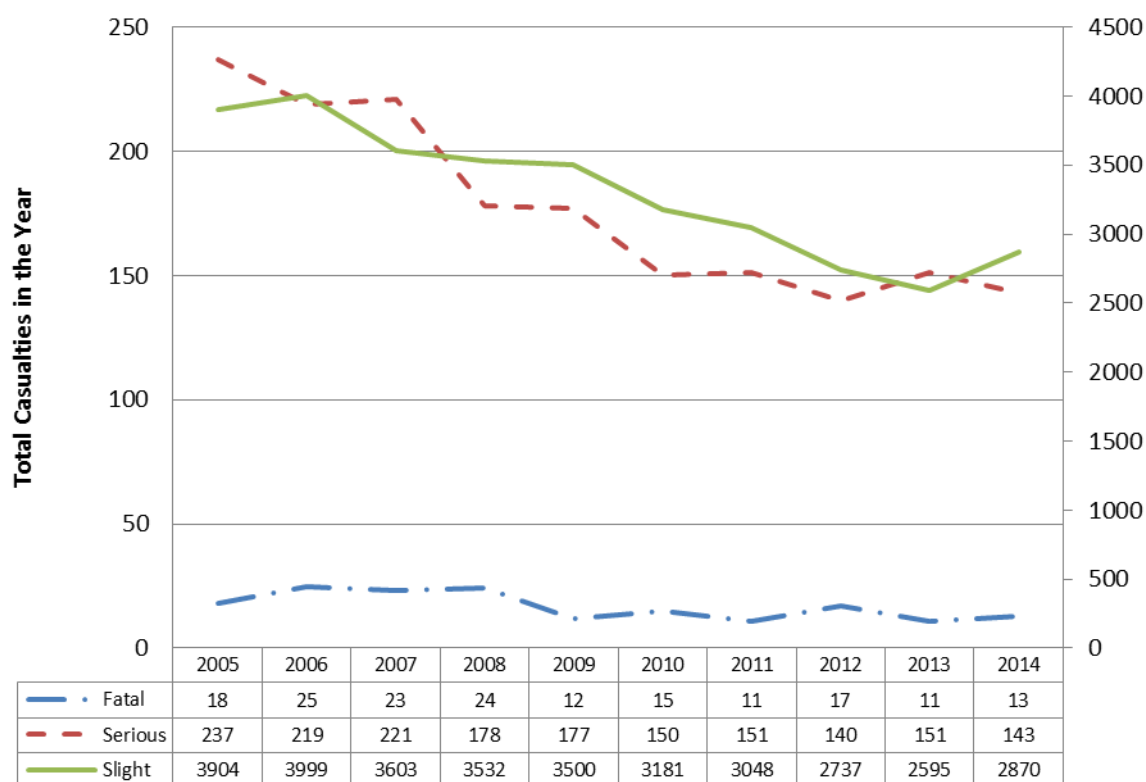


Figure 10 – Car User Casualty Totals, 2005-2014

- 4.31 The total KSI figures again have fallen this year to the lowest total on record. However, the fatal casualty total unfortunately rose to 13 following a multiple collision involving a number of young adults in Doncaster towards the end of the calendar year.
- 4.32 Slight casualties rose this year for the first time in 10 years, but the number recorded was still lower than the 2011 total and well below the 2005/09 average for this user group type. This could be an effect of the Country coming out of recession and may have a greater effect in years to come.
- 4.33 It should also be noted that the amount of collisions involving cars and casualties in this type of vehicle still far out weighs any of the other types.

CHAPTER 5: NEXT STEPS

- 5.1. Much of the activity outlined earlier will continue into 2015 and beyond, particularly the more cyclical 'Education' programmes aimed at an annually changing cohort.
- 5.2. In addition we plan to:-
- Continue to implement the SRP Communications Strategy and undertake a review of internal communications in a bid to improve the way we share information across the full Partnership;
 - Deliver a full calendar of campaigns and attendance at events;
 - Deliver SRP projects as part of the LSTF II programme for 2015/16 including projects to deliver safe and sustainable travel campaigns, powered two wheeler rider safety, cycle safety and eco-driver training/young driver safety;
 - Develop and deliver new interventions targeting commuter drivers;
 - Roll out training sessions for young scooter riders as part of the Twist and Go (TWANG) sessions and explore further training options for young riders such as CBT+;
 - Identification of a single intervention for each school year and development of standard lesson plans for these sessions;
 - Update the SYFR driving simulator van to enhance engagement with young drivers at events and meetings;
 - Conclude major evaluations of Drive for Life and the Learn Safe, Drive Safe post test interventions;
 - Complete local authority "health checks" analysing casualty trends in each area and comparing data to relevant comparators to highlight any particular themes for further consideration;
 - Explore further funding and income generation options to provide continued revenue support for projects in 2016/17;
 - Submit appropriate funding bids to the SRP for specific project work to enhance enforcement capability and the delivery of road safety interventions;
 - Recruit a South Yorkshire Police Constable to the SRP Central team to contribute towards the delivery of a range of road safety interventions including contributing towards the Drive for Life presentation;
 - Opening of the new phase of development at the Lifewise Centre to provide additional capacity to deliver practical road safety training;
 - Development of a new range of road safety interventions to be delivered as part of the phase 3 development at the Lifewise Centre;
 - Strengthen links with others in the Sheffield City Region and with the new Combined Authority Transport Committee;
 - Implement the recommendations from the South Yorkshire Police review of Safety Camera operations and continue with the search for further efficiencies including completing the processes involved in changing from 'wet film' to digital technology;
 - Expand the 'Education/Behavioural Change' approach by maximising and further targeting budgets and resources;
 - Continue with the new NDORS courses designed to inform about the consequences of errant driver behaviour;
 - Consolidate our assets and explore how further shared and collaborative working can improve efficiency and effectiveness as part of the Safer Roads Review and Restructure.
 - Delivery of individual LTP-funded Council LSS programmes;
 - Trial the use of pedestrian countdowns at selected traffic signals to assess the effectiveness of such facilities and consider the potential roll out to suitable crossings across South Yorkshire;

- Work in conjunction with Highways England and their contractors to publicise the Smart Motorways scheme on the M1 in South Yorkshire and raise awareness with the travelling public of the new layout and operating regime;
- Further expand the use, and improve the quality, of ANPR technology;
- Consider best practice from other Safer Roads Partnerships, local, national and international sources and apply appropriate interventions in South Yorkshire;
- Nominate appropriate SRP interventions for submission to the Prince Michael International Road Safety Awards;
- Strengthen links with the cycling and active travel agendas via the South Yorkshire Cycling and Active Travel group and support the delivery of the South Yorkshire Cycle Action Plan;
- Continue to maintain the highways network with safety as a top priority commensurate with the resources available.

