

**SOUTH YORKSHIRE SAFER ROADS PARTNERSHIP**

**MAKING SOUTH YORKSHIRE ROADS SAFER**

**2015 ANNUAL REPORT**

**SEPTEMBER 2016**

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**CONTENTS**

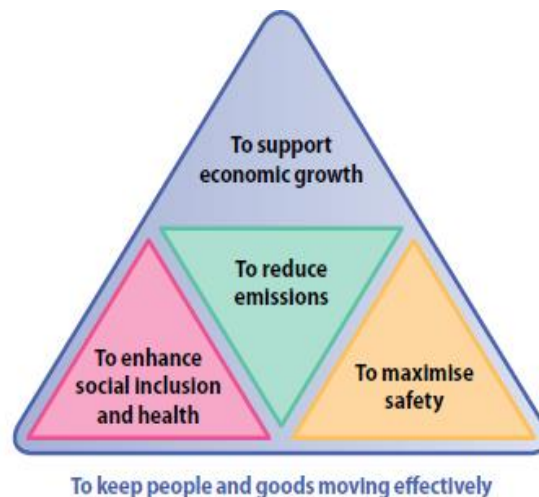
	<i><u>Page</u></i>
1) Partnership Overview and Resources	2
2) What We Want to Achieve	8
3) What We Have Done	10
4) Our Progress So Far	16
5) Next Steps	29

FINAL VERSION: 27 September 2016

## CHAPTER 1: PARTNERSHIP OVERVIEW AND RESOURCES

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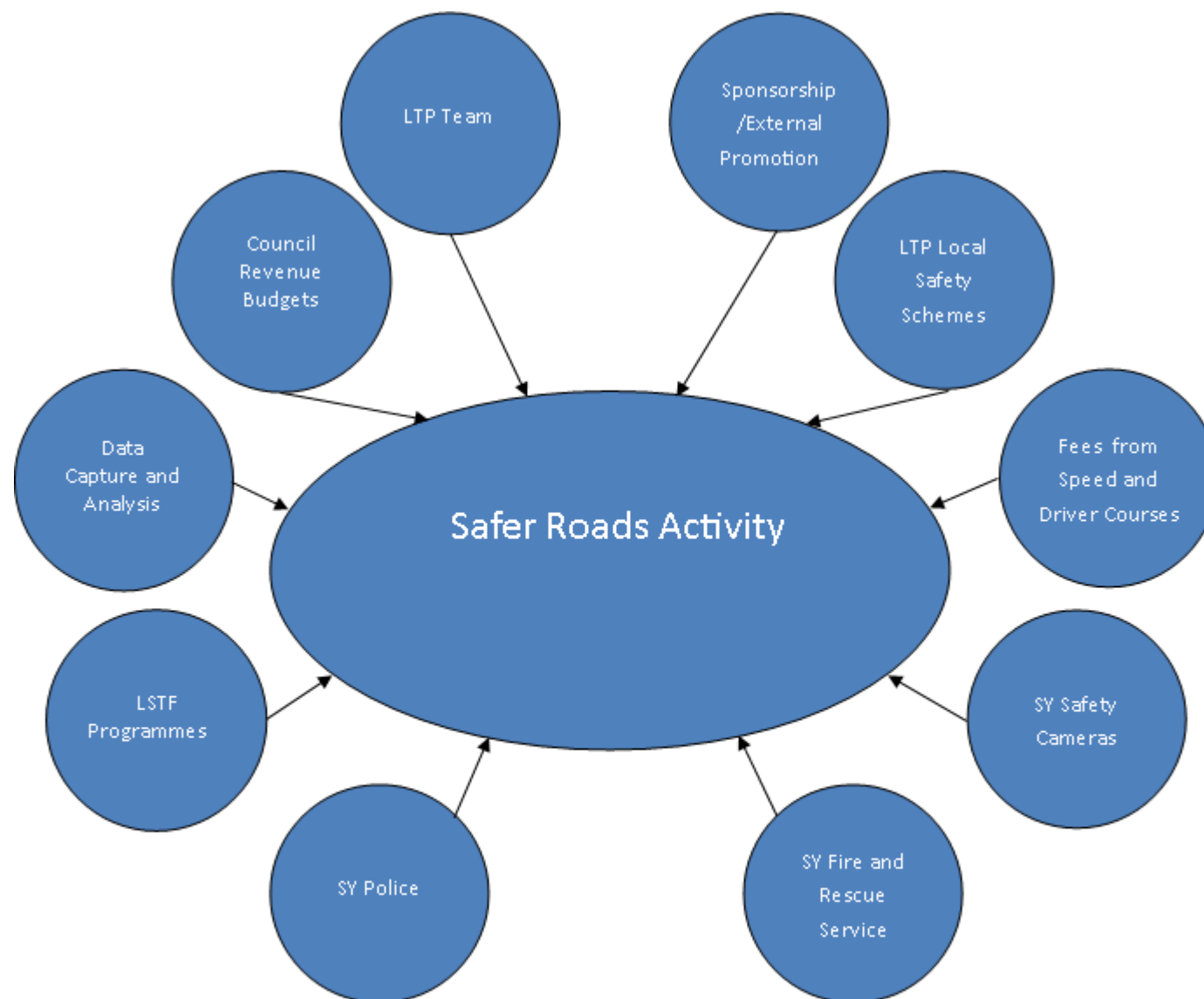
- 1.1 In 2010, the South Yorkshire Casualty Reduction Partnership broadened its role and evolved into the South Yorkshire Safer Roads Partnership (SRP). Under the auspices of the Barnsley, Doncaster, Rotherham and Sheffield Combined Authority (CA) our strategy aims to support the Sheffield City Region (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 England
  - 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, Rotherham Local Policing Commander at South Yorkshire Police (SYP) 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.

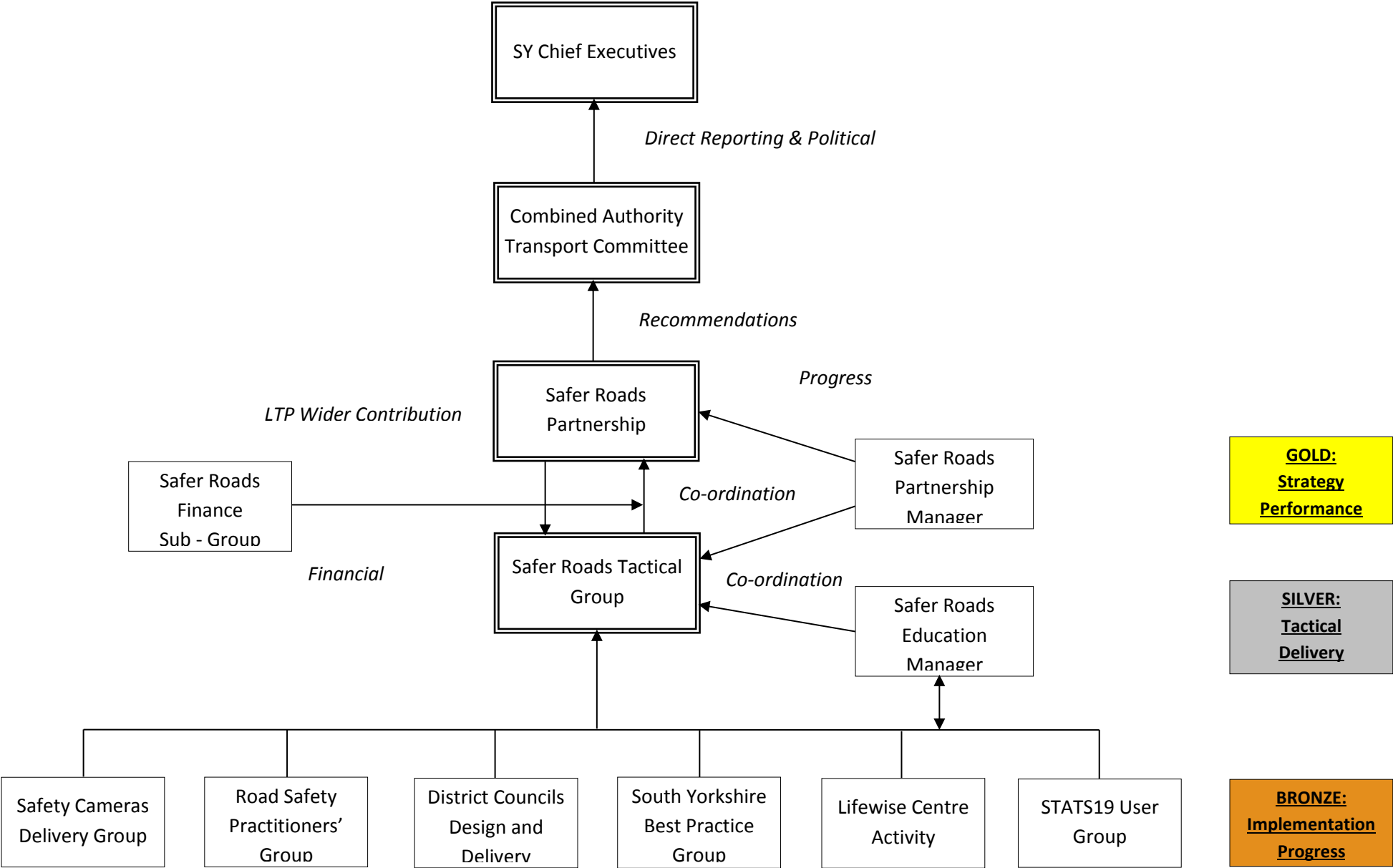
- 1.7 'Maximising Safety' is sometimes disputed. To some it implies *minimising* death and injury. For others, it means *freedom* from the dangers associated with motor vehicles which can impose restrictions on people's daily lives particularly the more vulnerable such as children, older people and 'two 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 1.1: How We Are Resourced*

Figure 1.2: Safer Roads Partnership Governance Structure



UPDATED SEPT 2016

## **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

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- 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), superseded in late 2015 by the Government’s Road Safety Statement “Working Together to Build a Safer Road System”;
  - 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 also 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

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- 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 2015 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.

### **Education**

- 3.2 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.
- 3.3 Four Countywide Road Safety Officers (CRSOs) 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.
- 3.4 A dedicated Junior Road Safety Officer (JRSO) Co-ordinator was employed up to September 2015 to promote the JRSO ambassador scheme in primary schools across South Yorkshire. After this time the JRSO scheme was promoted and administered by road safety officers in Sheffield and Rotherham and by a countywide road safety officer on behalf of Doncaster and Barnsley.
- 3.5 A dedicated road safety presenter for Crucial Crew is employed to ensure a consistent approach to delivery to schools across South Yorkshire.
- 3.6 The SRP central team based at Lifewise support the delivery of activity through the Lifewise Centre such as:-
- Crucial Crew – all Y6 students attend along with sessions for students with special educational needs and those in pupil referral units
  - Bespoke Safer Driving at Work sessions for major organisations in South Yorkshire who have employees driving for work. Taster sessions were held in 2015 to encourage new businesses to consider the training
  - Road safety input to various events held at Lifewise for scouts, guides, young people attending National Citizen Service programmes, Cadets, older people, Roma Slovak community, general open days, etc.
- 3.7 In June 2015 an extension to the Lifewise set was opened by the Chair of the SRP. The outside area includes a street scene with road ways, roundabout and a zebra crossing. A portocabin offers further classroom space to provide additional capacity for the centre to deliver more sessions. A cycle safety workshop, including practical riding skills training on the outside set was one of the first interventions to be delivered.
- 3.8 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. In 2015 SRP funding was granted to secure the services of a SYP Traffic Officer within the SRP central team at Lifewise to, amongst other duties, provide guaranteed SYP cover for Drive for Life events.
- 3.9 The Drive for Life Challenge was launched to encourage young people to test their risk and hazard perception skills. The quiz can be completed on a PC, tablet or mobile phone.

- 3.10 Major evaluations have been undertaken of both the Drive for Life and Learn Safe, Drive Safe post-test interventions. Both were broadly positive and recommendations for future improvements have been introduced as a result of the findings.
- 3.11 Following on from the findings of the Predictive Analysis Project discussions were held with the Youth Justice Service in Sheffield to engage with young people who have been referred to them. Surveys were carried out to establish their beliefs and attitudes towards road safety with a view to developing bespoke interventions to target young people who have been involved in or are at risk of becoming involved in criminal activity;
- 3.12 Two car seat clinics were delivered by Good Egg on behalf of the SRP at venues in Doncaster and Rotherham. Child car seats were checked to ensure correct fitting and parents and carers were provided with information about keeping their children safe whilst travelling in the car.
- 3.13 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.
- 3.14 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.



- 3.15 We continue to deploy 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, following development of the Twist and Go (TWANG) sessions for young riders on low powered machines, we continue to encourage young people to take up additional training post CBT. A referrals system was set up in conjunction with SYP to signpost young riders towards these sessions as an alternative to issuing a traffic offence report or an Admin 171 when stopped by Police for unsafe or inappropriate behaviour.
- 3.16 Final year of 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

- 3.17 Delivery of an annual calendar of road safety campaigns and events in 2015 including:-
- Global Road safety Week – May
  - Child Safety Week - June
  - Chief Fire Officers Road Safety Week – June
  - Powered Two Wheeler Safety Campaign – August
  - Cycle to Work Week - September
  - Tyre Safety Month - October
  - Be Bright Be Seen campaign – October/November
  - National Road Safety Week - November
  - Don't Drink and Drive - December
- 3.18 Further development of countywide materials and resources to ensure consistent messaging. In 2015 this included production of a suite of leaflets to promote the “fatal four” contributory factors in fatal RTC and encourage people to wear their seat belt, not use their mobile phone while driving, not to drink or take drugs and drive and to keep within the speed limit and drive to the conditions.
- 3.19 A protocol was adopted for engagement with schools following the death of one of their pupils in a road traffic collision. This aims to co-ordinate activity post incident and ensure an approach for re-engaging with the school that suits their needs and requirements.
- 3.20 Engagement with young people as part of a comprehensive series of Freshers events at colleges across South Yorkshire.
- 3.21 Engagement with employees via events held at major businesses across South Yorkshire eg Royal Mail, Stanley Tools, Rolls Royce and occupiers at Sheffield Business Park, 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.
- 3.22 Engagement with the SRP citizens' panel set up to provide feedback on road safety campaigns and gauge opinion on a range of related issues.
- 3.23 In December 2015, the SRP was awarded a Prince Michael International Road Safety Award for its continued commitment to road safety.



## **Engineering**

3.24 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 (2015/16 (in part adjusted to calendar year)):-

Barnsley MBC Local Accident Schemes - £ £71,263  
Safer Roads Programme - £230,649  
Doncaster MBC Safer Roads Programme - £196,784  
Rotherham MBC Safer Roads Programme - £430,000  
Sheffield CC Accident Savings Programme - £578,413  
County Wide Initiatives:  
Red Light Camera's – £87,154  
A57 – £146,956  
2 Worst First Projects - £85,325

3.25 Further details of the individual programmes are available on request.

3.26 Sheffield City Council (SCC) made significant progress with 20mph 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. Rotherham and Doncaster both initiated 20mph zones in the area immediately adjacent to the front of a number of schools in each of the respective Boroughs.

3.27 On the strategic road network, the Highways England completed a number of improvement schemes:-

- M18 Junction 6 - 5 Southbound signs
- A616 Stocksbridge Steps
- A1(T) SB Shooters Hill Lay-by closure
- A1(T) NB Shooters Hill Lay-by closure
- M1 J38 NB Exit Slip safety Improvements
- M1 NB and SB Woodhall Services VRS
- M18 Junction 3-4 Potteric Carr Woodland Management

3.28 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 A631, A628, A616, A1(M) M1 and M18 routes in South Yorkshire.

3.29 Regular discussions have also been held with the Highways England about the implications and enforcement requirements of the Smart Motorway all lane running programme on the M1. The first sections of Smart motorway in South Yorkshire were opened in 2016.

3.30 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.

3.31 In 2015, a common approach to road safety audit across South Yorkshire was agreed and a protocol adopted by the SRP. A further position statement was agreed in relation to adopting a common and consistent approach to the setting of local speed limits across South Yorkshire.



*F.A.R.R.S / Great Yorkshire Way*

## **Enforcement**

3.32 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;
- Explored options for introducing a "Community Speed Watch" programme working with the Local Policing Teams (LPT) and members of the community;
- Started the replacement programme to introduce digital speed cameras at fixed locations;
- Began the procurement processes to replace 'wet film' red light cameras with digital technology;
- Commence the merger of SYSC and the Central Ticket Office (CTO) to improve efficiencies and provide additional processing capability to deal with Smart Motorways enforcement;
- Merger of teams from South Yorkshire Police and Humberside Police, including the roads traffic policing department, to form the Joint Specialist Operations (JSO) (Uniformed) Unit;
- Delivered Operation Ophelia enforcement (targeting HGV driving standards on the strategic road network);
- Targeted 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;
- Commenced Drug Drive enforcement following the introduction of new legislation in March 2015 and access to new screening equipment to test suspected drivers;
- Specific enforcement aimed at high priority groups (targeting the "Fatal Four" – mobile phones, speed, alcohol, seat belts);
- Continued to train LPTs in the use of Unipar Speed Guns 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 Us?
  - Driving For Change
- Expanded ANPR activity especially around uninsured drivers;
- Deployed vehicle activated signs (VAS) and speed indication devices (SID) in line with the agreed South Yorkshire protocol to ensure a consistent approach;
- Agreed a schedule of messages for the VMS on the local road network to align with and promote key Police enforcement operations;
- Local authorities deployed CCTV equipped vehicles to assist in parking offence enforcement particularly in the vicinity of the more remotely located educational establishments.



3.33 South Yorkshire JSO (Uniformed) undertook local enforcement at the appropriate time in line with the National Calendar, highlights of which are detailed below:-

- Using a Mobile phone whilst driving - ACPO
- Alcohol and Drugs - ACPO
- Motorcycles – ACPO
- Speed – TISPOL
- Seat Belts – TISPOL
- Child Safety – UN RS Week
- BRAKE National RS Week
- Safe Tyres Safe Life – Highways England
- Chief Fire Officers National RS Week

## CHAPTER 4: OUR PROGRESS SO FAR

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- 4.1 Although 2015 was a particularly poor year in terms of the number of fatal collisions that occurred on the roads in South Yorkshire, all the other severity categories have continued to see improved performance on both baselines and last year, with 2015 having the lowest total on record.
- 4.2 Casualties showed a similar pattern to the collision totals, with a very large increase in the fatal total from 26 in 2014 to 49 in 2015. This is a slight reduction on the 05/09 baseline but greater than the 10/14 one. It should be noted that this increase was due to a large number of fatal collisions in the third quarter of the year when 25 casualties were incurred in the months October to December.
- 4.3 Once again in 2015 the 17 to 24 year old group has the highest total number of casualties. These make up over 20% of the total in each of the severity groups, this indicates that they are over represented in terms of the overall population, as they only constitute around 10% of this figure.
- 4.4 Far more people are injured in cars than any other mode of transport, but in terms of KSI, the more vulnerable user groups have still sustained a high percentage of the overall injuries in the period under review.
- 4.5 P2W and Pedal Cycle, as a mode of travel, makes up a small part of the million vehicle miles covered on the network but are involved as casualties in 35% of the above totals and as such would be deemed to be over represented in these figures, pedestrians are particularly vulnerable and account for nearly 31% of all KSI collisions in this period.
- 4.6 2015 saw 57% of the overall total of fatal casualties as a car user, with the majority of these, 68% being the drivers, a high proportion of which were in the 17 to 24 year old age group. This is the highest level of car user fatalities for a number of years and is obviously a cause for concern as the total number of this type is actually higher than the “all” casualty fatal total for last year.
- 4.7 Pedestrian casualties have fallen closely in line with all casualties over the period under review in terms of KSI, with reductions of 35%, 20% and 13% on the 05/09, 10/14 baselines and 2014 total respectively in this category.
- 4.8 Pedal Cycle casualties have not followed the overall trend in the past few years with total numbers having slightly increased, 6%, in terms of comparison to the 05/09 baseline, this year seems to have reversed this trend and whilst there has been no difference in the 10/14 baseline, there was a reduction from 2014 of 8%
- 4.9 P2W casualty figures have been sporadic over the period in question, with each severity being prone to increases and decreases that make year on year comparisons difficult to manage. In simple terms for KSI, whilst there has been a 21% decrease on the 05/09 baseline, there has been a 6% increase on the 10/14 baseline and an 11% decrease on last the total of last year.
- 4.10 In 2015 the car user category has been dominated by a large increase in fatal casualties, with the total of 28 being the highest for many years and well above all the comparative baselines we have used in this document.

- 4.11 Conversely the serious total is the lowest we have on record and 47%, 26% and 24% below the same comparative baselines. Taking these large reductions of serious casualties into account leads to an overall reduction in KSI figures 43%, 14% and 12%, which again compares favourably with the overall reductions we have seen on these more severe casualty baselines.
- 4.12 Each of the LA's had an increase in fatal and a decrease in both serious and slight casualties, leading to decreases in KSI figures on the 2005/09 baselines.
- 4.13 Sheffield and Doncaster recorded the lowest serious figures on record.
- 4.14 The total number of all casualties reported in each area showed variations with both Barnsley and Sheffield reducing to the lowest on record, but Rotherham and Doncaster rising to pre 2012 totals.
- 4.15 In order to provide an overall picture for each of the Local Authorities and South Yorkshire as a whole a series of Infographic sheets have been produced for the 2015 data, these are attached as Appendix A to this document.

### **Indicators of Progress for SRP for the Period 2010 to 2020**

- 4.16 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].
  - DfT's British Road Safety Statement – Working Together to Build a Safer Road System [Dec 2015]
- 4.17 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.
- 4.18 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.
- 4.19 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.

4.20 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.

4.21 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.

4.22 The following tables summarise the progress that has been made at the end of the calendar year 2015 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 NO.	5 YEAR AVERAGE NO.	YEAR ON YEAR CHANGE		CUMULATIVE CHANGE	
			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%
2015	401	460.2	-6.8	-1.5%	-147.4	-24.3%

## Children and Young People Killed or Seriously Injured in Road Traffic Collisions

REPORTING YEAR	RESULTS					
	ACTUAL YEAR TOTAL NO.	5 YEAR AVERAGE NO.	YEAR ON YEAR CHANGE		CUMULATIVE CHANGE	
			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%
2015	74	87.0	-3.8	-4.2%	-34.4	-28.3%

## People Slightly Injured in Road Traffic Collisions (South Yorkshire)

REPORTING YEAR	RESULTS					
	ACTUAL YEAR TOTAL NO.	5 YEAR AVERAGE NO.	YEAR ON YEAR CHANGE		CUMULATIVE CHANGE	
			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%
2015	4,000	4,034.8	-98.6	-2.4%	-1,239.6	-23.5%

### 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 2015 results.

## CHAPTER 5: NEXT STEPS

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5.1 Much of the activity outlined earlier will continue into 2016 and beyond, particularly the more cyclical 'Education' programmes aimed at an annually changing cohort.

5.2 In addition we plan to:-

- Explore how further shared and collaborative working can improve efficiency and effectiveness as part of the Safer Roads Review and Restructure.
- Undertake a review of the SRP Strategy to ensure that it is fit for purpose.
- Update the SYSC Operational Plan in preparation for development of a new memorandum of agreement between the partners in relation to South Yorkshire Safety Cameras
- Following completion and endorsement of the SRP Strategy review, commence a refresh of the policy documents sitting beneath this, including the Education, Training and Publicity (ETP) Action Plan and the Communications Strategy;
- Continue to implement the SRP Communications Strategy and engage with our partners, stakeholders and members of the public in the most appropriate and cost effective ways;
- Deliver a full calendar of campaigns and attendance at events;
- Explore options for establishing a new, stand alone, Safer Roads Partnership website to act as the portal for all road safety information and documentation;
- Deliver SRP projects as part of the LSTF II programme for 2015/16 and the Sustainable Travel Transition Year (STTY) programme for 2016/17, including projects to deliver safe and sustainable travel campaigns, powered two wheeler rider safety, cycle safety and young driver safety;
- Roll out training sessions for young scooter riders as part of the TWANG sessions and explore further training options for young riders such as CBT+;
- Development of standard lesson plans for school interventions at each key stage to ensure session objectives are met and key messages are delivered;
- Update and re-issue the SRP Prospectus which sets out the range of education and training interventions available for delivery to each age group and user group;
- Development of an extensive programme of evaluation for road safety education, training and publicity interventions, including setting up a computer package to help build questionnaires and collect, collate and analyse returned evaluation data;
- Set up a data group to explore availability of wider data sets which may be useful in informing our casualty reduction work and providing links to complementary agendas, around issues such as sustainability and health, as well as profiling of those involved in road traffic collisions;
- Consider options for updating and consolidating the SRP community engagement vehicles to maximise the potential to convey our messages to target audiences;
- Following a successful bid for funding to the SRP, recruit and appoint a young driver/rider safety officer from with South Yorkshire Fire and Rescue to provide dedicated Fire input to the Drive for Life intervention as well as support other young driver and rider safety activity;
- Strengthen links with others in the SCR and with the new CA Transport Committee;
- 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;
- Work with SYP to deliver Operation Illuminate – a joint education and enforcement campaign developed to address the significant increase in fatal road traffic collisions experienced at the end of 2015;
- Delivery of individual LTP-funded Council LSS programmes;

- 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;
- 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.

## GLOSSARY

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ACPO	Association of Chief Police Officers
ANPR	Automatic Number Plate Recognition
BMBC	Barnsley Metropolitan Borough Council
CA	Combined Authority (for Barnsley, Doncaster, Rotherham and Sheffield)
CCTV	Closed Circuit Television
CRSO	Countywide Road Safety Officer
CTO	Central Ticket Office
DfT	Department for Transport
DMBC	Doncaster Metropolitan Borough Council
ETP	Education, Training and Publicity
FARRRS	Finningley and Rossington Route Regeneration Scheme
HES	Hospital Episode Statistics
HGV	Heavy Goods Vehicle
JRSO	Junior Road Safety Officer
KSI	Killed and Seriously Injured
LPT	Local Policing Teams
LSS	Local Safety Schemes
LSTF	Local Sustainable Transport Fund
LTP	Local Transport Plan
NDORS	National Driver Offender Retraining Scheme
P2W	Power Two Wheeler
PCT	Primary Care Trust
RMBC	Rotherham Metropolitan Borough Council
RTC	Road Traffic Collision
SAC	Speed Awareness Course
SCC	Sheffield City Council
SCR	Sheffield City Region
SFRS	Strategic Framework for Road Safety (DfT)
SID	Speed Indication Devices
SREM	Safer Roads Education Manager
SRP	Safer Roads Partnership
STTY	Sustainable Transport Transition Year (Fund)
SYFR	South Yorkshire Fire and Rescue
SYP	South Yorkshire Police
SYLTE	South Yorkshire Passenger Transport Executive
SYSC	South Yorkshire Safety Cameras
TWANG	Twist and Go
VAS	Vehicle Activated Signs