The Road Safety Partnership Grant Programme

Summary Report of Impact of Round Two Projects and Progress on Later Projects

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Contents

1. Introduction **4**

2. Background and Objectives **4**

3. Road Safety Partnership Grant Round Two **5**

3.1 Bedfordshire and Luton - Motorcycle Training Matters 7

3.2 BRAKE - Road Safety Week 2009 10

3.3 Buckinghamshire – "Get In Gear"- Novice Driver Training Scheme 12

3.4 Child Accident Prevention Trust – Child Safety Week 15

3.5 Cheshire- IMPACT. Tackling young people's death and serious injuries on the road. 17

3.6 Devon - The Devon Road Safety Academy 19

3.7 Dorset- B3157 Jurassic Coast, Route Treatment 21

3.8 Haringey – Communities Road safety Project 24

3.9 Liverpool: Traffic Signals 26

3.10 Luton - Seat belt training and Publicity – 'Belt-up for Life' 27

3.11 Manchester - Road Safety for Older People. 29

3.12 Milton Keynes (Thames Valley Safer Roads Partnership) - MAST (Market Analysis and Segmentation Tools) 31

3.13 Northamptonshire – Road Safety Time Bank 34

3.14 London Borough of Richmond - Late night Pedestrians 36

3.15 RoSPA - Young Drivers at Work 37

3.16 Sheffield – Young Driver Skills and Education; (Skills for life) 40

3.17 West Sussex - Driving for work. Company Operators Safer Transport Scheme (COSTS) 42

3.18 Wigan-Community Road Safety Champions 45

3.19 City of York - Young cyclist scheme, in Youth Groups 47

4. Road Safety Partnership Grant Round Three 50

4.1 Brake - Road Safety Week 2010..... 52

4.2 Bristol - Making Roads Safer by Social Marketing 53

4.3 Child Accident Prevention Trust (CAPT) - Child Safety Week 2010 54

4.4 Cheshire East - Motorcyclists and A 537 'Cat and Fiddle' Route..... 55

4.5 Derbyshire - Integrated Motorcycle Problem Routes 58

4.6 London Borough of Hounslow. Engagement with the Somali Community .. 59

4.7 Lancashire. Intelligent speed adaptation..... 60

4.8 Manchester - Speed Limit Project..... 61

4.9 Oldham - Safer Travel for At- Risk Families..... 62

4.10 Staffordshire - Motorcycle Casualty Reduction 63

4.11 Warwickshire - Take Control, Motorcycle Training..... 64

4.12 East Midlands Region 'Fatal 4' Project 65

4.13 Enhanced Rider Scheme Pan-Regional Pilot Project 67

5. Key Learning Points 71

6. Conclusion 73

1. Introduction

This report provides a summary of outcomes and highlights the key learning points from the projects which benefited from the Department for Transport's Road Safety Partnership Grant Scheme round two, which ran for up to two years from April 2008.

It also provides brief summaries of those projects which were agreed in the following round, which are due to complete in March 2011.

Each project summary includes a contact for further information.

2. Background and Objectives

The second round of the Road Safety Partnership Grant (RSPG) took place for two years starting in 2008/09. This report looks at the projects within that round (Chapter 4) and gives brief summarises of the projects in the subsequent round (Chapter 5). A report on projects in the first round has already been published at: http://www.dft.gov.uk/pgr/roadsafety/rspg/round-one.pdf

RSPG was designed to promote:

- partnership working among local authorities and others (including the education sector and youth service as well as other public service organisations such as the health sector, the fire and rescue service, the police and the voluntary sector);
- the take-up and sharing of good practice in the road safety arena;
- innovative approaches and ways of working to address road safety issues; and
- main-streaming the most effective lessons learned from other road safety pilot projects.

A total of 19 projects were funded in this second round of RSPG at a total cost approaching £2.2million. Each project summary in this report has details of who to contact for further information and it is also anticipated that most of the project reports will be found on the Road Safety Knowledge Centre, which is at: www.roadsafetyknowledgecentre.org.uk.

3. Road Safety Partnership Grant Round Two

Overview

The second round of the road safety partnership grant involved sixteen projects led by local authorities and three by third sector organisations.

Two of the projects have developed resources to support road safety practitioners across the country:

a. a group of road safety 'beacon' councils (co-ordinated by Northamptonshire) developed a repository of good local practice known as the 'Road Safety Time Bank' with a facility for Local Authorities to 'trade' their time and expertise (see section 3.13). This was later developed with DfT support into the Road Safety Knowledge Centre run by Road Safety Great Britain;

b. the Market Analysis and Segmentation tool (MAST) (3.12) developed by the Thames Valley Safer Roads Partnership combines social marketing and road safety information to enable informed targeting of road safety education, training and publicity activities and is available nationally.

Five projects focussed on young people or new drivers:

a. Buckinghamshire's Get in Gear (3.3) included classroom and practical assessment work with novice drivers about 12 months after passing their tests;

b. Cheshire's IMPACT (3.5) developed and deployed well-researched resources designed to reduce the risk of young motor-related offenders from re-offending;

c. Sheffield's Skills for Life (3.16) implemented young driver presentations in higher education institutions;

d. Bedfordshire and Luton's Motorcycle training matters (3.1) co-ordinated local motorcyclist training and developed elements not available there; and

e. York (3.19) developed and delivered cycle training in youth groups to supplement the training done in schools.

Two projects were targeted towards drivers at work:

a. The Royal Society for the Prevention of Accidents (RoSPA) (3.15) developed and ran an innovative classroom based workshop and associated toolkit for use by employers;

b. West Sussex (3.17) developed a company operators' safer transport (COST) scheme, with resources for managers and their employees.

The Devon project (3.6) contributed towards the development of a road safety academy, analysing the gaps in knowledge amongst delivery partners, and delivering tailored training.

Three projects were targeted towards communities over-represented in the casualty statistics:

a. Haringey's community road safety project (3.8) targeted workshops and training (including family pedestrian training and in-car safety) via Islamic centres;
b. Luton's Belt-up for life (3.10) targeted educational activity (backed up by enforcement) towards groups disproportionately not wearing seat belts including Asians, taxi-drivers and goods vehicle drivers;
c. Wigan (3.18) supported road safety champions in deprived wards, including areas with concentrations of elderly road casualties.

Three projects concentrated on reducing pedestrian casualties:

a. Manchester's Road safety for older people (3.11) targeted local engineering works towards locations where elderly pedestrians encountered major difficulties or were injured;
b. Liverpool (3.9) ran a small project to adjust pedestrian phase timings at traffic signals;
c. Richmond (3.14) implemented a short duration project for drunk pedestrians leaving the town centre in the evening.

Dorset's Jurassic Coast route treatment (3.7) implemented a route treatment on a rural ‘B’ road running through villages in a scenic area.

Finally two third sector-led projects, which DfT contributed towards under the road safety partnership grant programme, contributed towards raising the profile of road safety issues:

a. BRAKE’s road safety weeks (3.2) in November 2008 and 2009 involved local organisations promoting road safety, using specific resources and supported by media launches;
b. The Child Accident Prevention Trust’s (CAPT’s) child safety weeks (3.4) in June 2008 and 2009 engaged community volunteers and generated media coverage.

This report outlines the 2009 activities and funding also delivered similar work in 2008.

3.1 Bedfordshire and Luton - Motorcycle Training Matters

3.1.1 Project summary

The Bedfordshire and Luton Casualty Reduction Partnership had identified motorcyclists as a key road casualty group. A series of co-ordinated education, training and advice programmes was developed for these individuals, based on a combination of offers to meet individual rider's needs. The project is called Motorcycle Training Matters and is based on a concept called a 'training continuum', which would provide a linked series of training. Where possible it makes use of existing providers or delivery partners who might otherwise be delivering their part of training in isolation.

To achieve this, the project attempted to co-ordinate existing training which was offered, and to add course elements where these were not available locally. A range of partners for the project included agencies already involved in delivering training for motorcyclists in the area. Additionally the project included 'first on scene' first aid training which had emerged as a commonly requested opportunity. This was provided by third party first aid trainers.

The project plan includes a discrete research element for each course or element planned for development and design. These elements became known as '1st Ride', 'RideSafe', and 'First on Scene', and on the whole was wrapped in a strong branding identity of Motorcycle Training Matters and making use of an existing website www.motorcyclingmatters.org to promote courses and market the brand.

As well as self referral, courses were supported through referrals by local authority youth services and various police initiatives.

Motorcycles which would be liveried up as road safety bikes and a Fire and Rescue Bike were purchased. They were used to promote the project, by attending events alongside Bedfordshire Police Bikes. These were also deployed in connection with motorcycle related highway condition surveys by the highway authorities.

The project was also extended to embrace a new local 'Wheels to Work' scheme.

3.1.2 Outputs and Outcomes

- Courses and supporting elements developed included 1st Ride (pre-compulsory basic training-CBT) and First on Scene, RideSafe / Biker Risk Profiler and Train the Trainer Course content. There was also a Biker Risk Profiler tool.

- 35 riders received 1st Ride training and 18 Associated CBT. 90 riders received Ride safe training.
- A recognisable Motorcycle Training Matters brand vastly improved the view of the Bedfordshire and Luton approach to motorcycling within the Local Transport Plan.
- Trainee support for benefits of 1st Ride to confidence levels leading into CBT
- Trainer support for 1st Ride providing trainees who are more confident and safer to teach during the CBT.
- Identification of strong support for additional rider training post-CBT
- Established and respected RideSafe initiative delivered by Bedfordshire Police with conversion to National BikeSafe.
- Ownership of motorcycle capital assets, used extensively as part of the project and to support partners in other initiatives.
- Continued involvement with Pan-Regional Enhanced Rider Scheme project, to further test the Biker Risk Profiler and wider continuity of research elements.

3.1.3 Key Lessons learned and processes to be changed

- True partnership working is difficult because of the independent management structures of each partner organisation. Early and wholesale support at the highest level is essential and was achieved within this project.
- Although 1st Ride was well received as a pre-CBT intervention, there was still considerable demand from trainees for further post-CBT skills and confidence training.
- Numerous RideSafe attendees were keen to continue with other forms of training after receiving their feedback on assessed rides. While good links with the Institute of Advanced Motorists have been made, links with the DSA's Enhanced Rider Scheme (ERS) were not possible due to low numbers of local trainers on the Register of Post Test Motorcycle Trainers and general disregard for ERS among local trainers. A key aspiration was to improve referral options from RideSafe, to include the ERS.
- Depending on the impacts of the comprehensive spending review the project components will be reviewed and sustainability plans determined for each within a revised safety strategy partnership structure.
- The Biker Risk Profiler tool developed within the project has been applied to and developed further as part of the National pan-regional pilot project reviewing the ERS. The concept of the training continuum has also been discussed in the context of the new project on the basis that it is important for riders to understand what the purpose of specific training is and where it fits into the wider training picture.

For further details of the project contact Simon Deards at simon.deards@bedford.gov.uk.

3.2 BRAKE - Road Safety Week 2009

3.2.1 Project summary

Road Safety Week is the annual event founded and run by Brake, to stimulate community involvement in promoting road safety awareness year-round. It is an umbrella project, designed to attract as many partners as possible and a wide range of stakeholders are encouraged to get involved.

The 2009 week was held between 23rd and 29th November and Brake chose a national theme for 2009 on drink and drug driving. The campaign strap-line 'Not a drop; not a drag' was developed.

Each year, commercial and government funding is sought to help support Road Safety Week, enabling extensive media and promotional work to be carried out in the run-up to and during the week. This funding also enables research to support the road safety messages and to find and allow work with people bereaved, injured and affected by road crashes who are willing to speak out in the media.

As part of the campaign, Brake outlined three steps to stop drink and drug driving:

a. Drivers: not a drop; not a drag
b. Passengers: plan ahead
c. Everyone: stop deaths, shop drink and drug drivers

Eleven regional media launches were held, including a national photo-call, to highlight the campaign. Volunteers, who were bereaved, injured and affected by drink and drug driving, supported the campaign at these launches.

Road safety resources for educators, companies and communities were produced, to help them to get involved in the Week.

Road Safety Week 2009 involved emergency services, local authorities, schools, youth groups, military units and other organisations which helped to raise awareness of road safety by distributing literature, displaying posters and banners, running fundraising activities and local campaigns.

The website (www.roadsafetyweek.org) was re-designed and moved to a more up-to-date operating platform. Case studies from grassroots activities in previous Road Safety Weeks were added to a new 'You did it!' section of the site. 'Quick tips' for getting involved were added to sections aimed at different stakeholders. When developing concepts for the Road Safety Week posters, Brake consulted a number of teachers as to their suitability for the age group targeted. They also liaised with DfT and sought approval from the Central Office of Information (COI), Office for Disability Issues (ODI), Advertising Standards Authority (ASA) and

Committee for Advertising Practice – as well as consulting relevant disability organisations.

3.2.2 Outcomes and outputs

By the end of December 2009, 38,700 posters had been distributed to schools and other educational community groups and around 11,500 guidance sheets and posters to fleet managers.

From a sample of pre-schools and nurseries 86% said they had used the resources and run activities in Road Safety Week, and/or planned activities for later in the school year. All thought the resources were appropriate for their age group and the online resources were rated as an average of 9 out of 10.
Of a sample of primary schools all said they had used the resources and most thought they were appropriate for the age group. All had run activities in Road Safety Week, and/or planned activities for later in the school year and the online resources were rated as an average of 8.5 out of 10

Of a sample of secondary schools, 86% said they had used the resources, and almost all thought they were appropriate for the age group. 71% had run activities in Road Safety Week, and/or planned some for later in the school year and the online resources were rated as an average of 8 out of 10.

123 Road Safety Week initiatives were reported directly to Brake. The vast majority of the stakeholders surveyed said they had made use of the resources sent to them, suggesting widespread activity across the country.

3.2.3 Lessons learned and process to be changed

Due to reductions in corporate funding for Road Safety Week 2009, Brake was not able to employ a media monitoring company to estimate the extent of media coverage achieved. Nevertheless Brake managed to identify national and regional media coverage worth an estimated £1million and would expect the total coverage to be worth up to three times this amount.

For further details of this project contact Julie Townsend at jtownsend@brake.org.uk

3.3 Buckinghamshire – "Get In Gear"- Novice Driver Training Scheme

3.3.1 Project summary

This project was aimed at 17-24 year old drivers who had passed their driving test within the previous 12 months and was designed to counter the significant over-representation of this group in both National and Buckinghamshire KSI casualty statistics.

The scheme was developed following a number of focus groups with pre and novice drivers which identified that the training needed to be recognised as 'advanced training', rather than 'more of the same'.

Get in Gear is delivered in two parts:

a. Firstly, there is an interactive two hour theory session in a classroom environment where the emphasis is on encouraging the driver to continually self evaluate their own driving skills. The aim is for the driver to understand the principles of independent driving on a variety of roads and in varying traffic conditions. It gives them the ability to understand how different moods, time of day and weather conditions may impact upon their driving.

b. This is followed by two 2 hour assessment drives on the type of roads where data analysis identified that novice drivers are most vulnerable, in particular roads with a speed limit of 40mph or higher and on winding roads.

Targeted publicity was used to attract novice drivers (or their parents) to 'Get in Gear'.

A range of partners were involved in designing, publicising and delivering the project and these included the Driving Standards Agency, local Fire and Rescue staff, schools, the Youth referral officer and Approved Driving Instructors (ADIs). Clients received a series of small project designed gifts to help re-enforce key messages and develop 'brand recognition'

The project began in September 2008 and is ongoing.

A fuller report has several appendices giving more detail.

3.3.2 Outputs and Outcomes

Up to October 2010, 406 students had completed the theory sessions and of these 303 also completed the practical tuition to date. Of all these the gender split was approximately 50:50.

The overall aim was to reduce the number of KSI collisions involving a 17-24 year old car driver. Over the two year period the scheme has yielded a reduction of approximately 29% of KSI collisions involving a young car driver, per year.

The evaluation data reveals that, as a result of the workshops, there was a significant increase in awareness of the importance of driver attitudes and driving experience.

This data also showed that young people attending the Get in Gear workshops gained a greater awareness of the dangers of driving on rural roads and an understanding of the importance of 'developing' as drivers, making the right choices and taking personal responsibility.

Whilst there is more analysis to be done, the results so far support the principle on which Get in Gear was devised, namely that new drivers make unrealistic assessments of their competencies, especially with regard to decision making and their ability to evaluate their own driving.

The analysis shows that, as a result of the Get in Gear course, there are significant improvements in the ability of new drivers' self-assessments across all of the elements of driving competency covered by the programme.
Several aspects of the project have been set up for direct use by other local authorities if they wish to shadow the project.

3.3.3 Key Lessons Learned

- The positive results of Get in Gear demonstrate the benefits of setting standards to ensure the credibility of the course.
- Professional evaluation of the impact of the work was commissioned and showed that the theory aspects were effective, as trainees gained a greater awareness of the hazards of driving on rural roads
- A number of insurance companies have supported the scheme, including a successful Telematic trial.
- As some students did not reach the required standard of the practical course they were supported with further training to reach the required standard.
- Due to the 'Coaching' type approach of the theory workshops, presenters were trained to deliver this type of workshop.
- The Council will continue to link its driving courses to the Goals for Driver Education Matrix (GDE) and link into best practice.
- The spreadsheets used to manage the administration became cumbersome and a data base is now being developed to help streamline tasks.
- Brand recognition needs to be stronger before the project can move to 50 – 50 funding with the student paying half.

- It was not possible to evaluate Get in Gear against the Council's subsidised Pass Plus because of all the variations in delivery with Pass Plus.
- To recognise the increased skill level of the ADIs involved and rises in fuel costs the Council increased the amount they were paid.
- Many of the ADIs that applied to be Get in Gear Instructors had poor 'post test' skills and workshops have since been developed to help raise standards for those not selected. This will help ensure a pool of suitably qualified ADIs for the future.
- It will remain a priority within Buckinghamshire to continue to raise the standard of all ADI's in order to ensure the quality and consistency of all courses in the future.

For further details about the project contact June Howlett at jhowlett@buckscc.gov.uk.

3.4 Child Accident Prevention Trust – Child Safety Week

3.4.1 Project summary

Child Safety Week is the Child Accident Prevention Trust's nationwide campaign to raise public awareness of the risks of serious accidents and engage local agencies and frontline staff in accident prevention activities – with the over-arching aim of reducing the number of children seriously harmed or killed in preventable accidents. In 2009 it was held from 22nd to 28th of June.

Child Safety Week generates media coverage for practical child safety advice and – by providing free resources to community-based organisations – acts as a catalyst for thousands of local safety activities and events, which reach millions of children and families UK-wide. This synergy between national communications and local support is powerful and means that Child Safety Week delivers more than the sum of its parts.

The emphasis of the Week is very much on empowering families to take action rather than on telling them what to do or lecturing them on what they are doing wrong. It also stresses that accident prevention is not about restricting children or wrapping them in cotton wool. Instead, it is about creating safer environments where children can be active.

The "Safer, Together" theme of Child Safety Week 2009 aimed to drive home the message that by working together, frontline staff, communities, parents and families can help to reduce the number of children seriously harmed or killed in accidents.

The majority of those organising Child Safety Week activities (64%) did so in partnership with other agencies. Partners came from a wide range of sectors including early years and childcare, health, road safety, police, education, fire and rescue service, and youth and community work. In this way, Child Safety Week helped to broaden awareness and ownership of child accident prevention beyond the traditional constituencies.

The vast majority (98%) who worked with other agencies expected their partnership work to continue beyond Child Safety Week.

3.4.2 Outcomes and Outputs

- Nearly 360,000 printed resources were sent out including posters, leaflets and ideas booklets. There were 30,000 downloads of ideas booklets, fact sheets and competitions.
- 88% of frontline staff working with children and receiving the resources organised Child Safety Week activities, reaching an average of 198 people

- Media evaluation showed 300 items of coverage about Child Safety Week, only one of which was unfavourable.
- Coverage reached 43% of parents in England and 44% of families with an income below £22,000.

3.4.3 Lessons learned or processes to be changed

Child safety week is about many more issues than road safety but may offer a good platform for road safety officers and others interested in the subject of road casualties as an opportunity to forge links with other agencies and co-ordinate some of their activities with the wider spectrum of publicity which this event provides.

If you wish to know more about this activity, please contact Kirstin Rowan at kirstin.rowan@capt.org.uk.

3.5 Cheshire- IMPACT. Tackling young people's death and serious injuries on the road.

3.5.1 Project summary

This project was aimed at young people in the 13 to 25 age bracket and specifically those usually regarded as hard to reach. This age group generally was already targeted by the Cheshire Safer Roads Partnership ("before they get into cars") but a need to engage with those who were not in mainstream education had been recognised.

Analysis showed that over 5 years in the Cheshire area, 16 to 25 year olds were at greatest risk and this trend was increasing. The number of males in the casualty records was approximately double that for females and of the young males 40 percent had a prior (or some subsequent) criminal record.

The project was conceived with the aim of achieving attitude change, developing and improving driving skills, providing support in this area for non-road safety professionals (for instance those working in areas such as substance misuse or sexual health) and carers, with the overall objective of reducing road death and injury.

Engagement with this group of young people was provided by delivering training, (skills, knowledge and tools) to people whose work it is to deal with young people, mainly within the youth service. In addition a small programme of education and driving lessons was provided for looked-after children and young carers. This necessitated that partnership working was set up with a large range of agencies, many of whom often have nothing to do with road safety issues. The project commenced by setting up a multi agency supervisory Board and this established the young road users Project Team. The project Board included two local young people throughout. The Project team was co-located with youth offending professionals.

The project commenced with detailed consultation with groups of young people about road safety issues and the establishment of their behavioural norms. There was also detailed mapping of the current sets of interventions already in place for this age group, which allowed contacts and target audiences to be established. The aim was to enable a range of professionals (youth offending, Connexions teams and similar) who are involved with young people on a daily basis to be aware of road safety issues and to provide tools to help, often on a one to one basis.

Several well researched resources were developed, in particular 'IMPACT' (awareness of road user issues) and "Formula 1 (on the right track)"designed for young motor related offenders to reduce the risk of re-offending. Other delivery projects were developed to address specific road user behaviour issues.

3.5.2 Outputs and Outcomes

- The project was delivered at less than budget and met (sometimes exceeded) its aims.
- A Matrix of targeted resources was developed.
- 419 professionals and other youth workers were trained to deliver the interventions; mostly IMPACT but some F1 as well.
- There was excellent feedback on the IMPACT training.
- F1 training is now recognised by the national Youth Justice Board as part of a directory of emerging good practice.
- Good feedback from professionals on F1 training.
- 2621 young people were engaged in the programmes, again there was good feedback from participants.
- About 150 parents and or carers were engaged with the programme.
- A 30 percent reduction in KSIs involving 13 to 25 year olds was recorded (2008 to 2009). This suggests that the project was enormously cost effective. However, it is recognised that other factors and existing trends may have had a significant impact on these results.
- A reduction of 30 percent in the number of youth offending team Orders was recorded.
- IMPACT has received a further year's funding from some of the host local authorities.
- The young people representatives on the Project board have been enabled to raise other transport issues with the Councils involved.

3.5.3 Lessons learned or process to be changed.

- The original team set-up included a one day/week post, which proved unattractive to applicants with the right skill set.
- The process of filling training places started very slowly. Setting targets for this from the start may have helped reduce the problem.
- During the project period it is quite likely that resources such as IMPACT were used by other individuals but not recorded. This may have reduced the measurable impact of the work.
- Where multiple agencies are involved it would probably be beneficial to have representatives from each as part of the project team.

If you want to know more about this project contact Richard Nickson at Richard.Nickson@cheshirewestandchester.gov.uk

3.6 Devon - The Devon Road Safety Academy

3.6.1 Project summary

The project aimed to co-ordinate the delivery of training and continuing professional development (CPD) to key local partners via the creation of a central training facility. An Operational Plan was developed which reflected the needs of a wide range of public sector partner organisations in the south-west.

The Operational Plan reflected the need to develop partner skills in the four streams of work on which the Partnership was focussed. These were Older Drivers; Young and Emerging Drivers; Motorcyclists; and At-Work Drivers.

A Skills Gap Analysis was conducted to identify the current practitioner skills base, the scope for engagement by partner personnel and their future learning requirements. This analysis led to the development of thirteen courses specifically as part of the project. A further seventeen related courses have also been made available to partners, all of which were already in place and which reflected the broader road safety work carried out in the Partnership area.

All courses were developed as a three-phase, blended learning programme, with on-line pre-course reading, tutored training sessions, seminars and workshops followed by on-line assessments to gauge the extent to which the training was understood.

Course development was provided by a road safety consultancy.

3.6.2 Outputs and Outcomes

- Trainees: 461 (some trainees will have attended more than one course - the number of individuals trained is about 220).
- Course days: 35 (this is the formal training element and does not include any self- directed learning).
- Learning materials were developed for the courses in the form of reading lists, downloads, course packs and assessments.
- A website for the Devon Road Safety Academy itself was also developed, (and remains under development (www.devonroadsafetyacademy.co.uk/dev) pending a full merger of the Academy portfolio with the existing Devon Drivers' Centre).
- Separate training facilities for CPD courses are being built at the Devon Drivers' Centre site in Exeter. The provision of training aids is part of the Devon Road Safety Academy Project.
- A year-on follow up assessment of the outcomes for individual trainees was scheduled for January 2011.
- The means by which training will be delivered will be revised following feedback from delegates.

- Delivery of the CPD courses remains on a commissioning basis with contractor trainers used in the classroom. This model of working will also be reviewed at the end of this financial year.

- Since the completion of the project, and until the end of the 2010/11 financial year, courses have been developed and/or delivered on a request basis. Officers managing the Partnership's Themes are tasked with identifying CPD requirements for their team members and request courses accordingly. This has helped to control budget and risk of courses running at less than capacity in the face of diminishing resources. A further five courses have been delivered this way, accommodating 50 delegates.

3.6.3 Lessons learned or process to be changed

- Courses that provided background knowledge on themes were more popular than courses that offered skills sets, for example marketing or communications skills.
- Courses involving statistics or data analysis needed to be very carefully pitched in order to reach all trainees.
- A simple ''introduction to Statistics'' course is being developed with Devon's academic partners at University of Plymouth to help deal with the skills gap and preparing trainees for effective learning on other courses.
- Attendees identified that they required generic skills and knowledge in addition to training specifically targeted at understanding the road user groups of the key themes.
- Although the courses enabled some partners to work together for the first time, it became clear that mixed course groups led to mixed results in terms of feedback about difficulty or relevance.
- The role of the Devon Road Safety Academy will be merged with the outward facing work of the Devon Drivers' Centre
- Following the broadly successful use of on-line learning in this project, courses that may be delivered wholly on-line - rather than partially on-line as part of a blended learning approach - are being investigated. This could mean that this approach may deliver significant cost savings to both the Academy and customer.
- The statistics course referred to above will also form the basis of a study into the relative merits of blended vs. wholly on-line courses. The course will be delivered to test groups in parallel in both formats and a study undertaken into candidate experiences and views. This is scheduled for completion by April 2011.

If you wish to know more about this project contact Jeremy Phillips at jeremy.phillips@devon.gov.uk.

3.7 Dorset- B3157 Jurassic Coast, Route Treatment

3.7.1 Project summary

Dorset has developed a “Rural Roads Protocol” which provides an influential vision for all roads in Dorset. It seeks to support roadside clutter reduction and promote features that complement and enhance the environments that highways are built through.

The protocol enshrines community consultation to help develop appropriate solutions that do not urbanise rural areas.

Although much is written about sensitive treatment of roads and streets within communities, there are few examples of good practice or policy to draw on for roads which connect communities. In particular Dorset seeks to address this and develop a holistic approach to highway management and improvement.
The B3157 is a special route, it follows the UNESCO World Heritage Site ‘Jurassic Coast’, it links a number of picturesque villages within the Dorset Area of Natural Beauty (AONB) and attracts many tourists to attractions along it. The route has picturesque villages and coastline, and has a number of panoramic viewpoints yet also serves as a commuter route, a bus route, and farming and business communities. Its attractions also draw many pedestrians and cyclists to the area.

The B3157 has a history of serious and fatal car and motorcycle crashes and the County Council is addressing these. However the previous approach to road improvement and traffic management was likely to deal with specific sites rather than the whole route and tended to use features that may be out of keeping with the local environment.

The project was set up with a traditional project management structure. A Project Sponsor based in the Council’s Local Transport Plan and Improvements team managed the day to day elements of the scheme.

Project Board and Project team meetings were held every 2 to 3 months, or more often at critical stages of the project. The Board and team were made up of the representatives of the County Council, the Area of Outstanding Natural Beauty (AONB), local parishes and the police:

To inform the wider public, the Project Sponsor attended meetings at all the Parish Councils along the route on at least 3 occasions and a Public Consultation exhibition was held in two of the larger villages. Parish walkabouts were also held with key partners.

The key objective is to reduce the number of KSIs on the road by 40% using measures that differ from traditional approaches and that respect the roads' unique setting. It was also intended to improve accessibility and integrated transport options, and to improve pedestrian perceptions of safety especially in villages and at viewpoints.

Project elements include the following:

- Replacing all cats-eyes along the route.
- Locating centre lines only at identified hazards, existing centre lines at non-hazard locations will be allowed to wear away.
- Refreshing all edge lining along the route.
- Removing unnecessary road signs following a sign clutter audit. Tidying up lay-bys, including removing debris, defining the edges and planting vegetation.
- Reducing the speed limit at the east end to 50mph to ensure consistency along the route.
- Safety and enhancement work in key villages, including 'gateways' at the entrances.
- Driver Education and Awareness – A number of training courses (classroom and practical) have taken place along the route, including for motorcyclists. Further training is soon to take place in local sixth forms.
- Enforcement – Dorset Police have ensured speed enforcement along the route and the ‘No Excuses’ campaign will take place along the route in 2011.

It is expected that all parts of the project will have been completed by March 2011.

3.7.2 Outputs & outcomes

The main source of data is the collision and casualty data which provided the background figures for the period 2003-2007 inclusive.

Currently there are no full ‘after’ figures as the scheme is not complete, but preliminary analysis after the completion of maintenance work show a good reduction of casualties and collisions. There will be continued analysis of this locally sensitive scheme.

3.7.3 Key lessons learned and process to be changed.

The primary obstacle has been the dissemination of information regarding new and innovative ideas to the board, parishes and public. Not all members of the board were fully behind the proposals and there have been a number of areas where compromise has been sought.

Public consultation also showed that not all the community are behind the type of work proposed. This is to be expected as a number of the ideas being used are relatively new to the highways industry and there are few examples in the Dorset area. Following consultation businesses and some members of the community

started up an action group to demand certain features such as a centre white line return to the whole route.

This issue of developing support was a feature of the project from the start and continues to be so.

Further details of this project can be provided by Andrew Brown at A.Brown@dorsetcc.gov.uk

3.8 Haringey – Communities Road safety Project

3.8.1 Project Summary.

The Edmonton Islamic Centre is based in an area of London with high levels of deprivation. It is near the boundaries of Haringey and Enfield and serves over 6,000 people weekly from the Arab, Bangladeshi, Turkish, Moroccan, Pakistani and Somali communities. Attendees are from a wide range of ages and often are there as family groups. However, it was felt that many of them have little knowledge of road safety issues.

The project emerged from joint meetings between Haringey and Enfield road safety staff who designed the interventions. Several of the Haringey staff are bi-lingual and already had established links with centre leaders and community members. Principal target groups were to be families and young male drivers and their passengers. The Islamic Centre was to be the base for the workshops and training. The aim of the planned workshops was to encourage attendees to consider greater use of non-car modes of travel and also to heighten awareness of road safety issues. Observation had shown that seat belt wearing rates and also use of correctly fitted child seats were a problem.

Events were a road safety fun day, an in-car safety event, family pedestrian training workshops (once per week over 10 weeks) aimed at female family members, and a young driver event, which was framed around Brake's “2 young 2 die” DVD.

3.8.2 Outputs and Outcomes

- Surveys of the modes of travel used to reach the Islamic centre. It was found that approximately 50% of males arriving by car would be prepared to consider other modes. However, for women attendees the main mode was bus which also involved a walk of about 10 minutes.
- A before and after comparison of casualty data for black and minority ethnic people.
- The first event was a road safety fun day and was attended by about 500 people. All were invited to rate the information they received and almost all found it useful in various ways and a variety of extra information was requested.
- Two courses of child pedestrian training, each 10 sessions long, with lesson plans. All participants reported changes of attitude to this issue.
- Attendees at the young driver workshop were a mix of those with licenses and those who were expecting to get licenses soon. The extent of illegal driving among this group was considerable.
- Analysis of child and all casualty data was carried out and although a reduction is likely, data is not conclusive. Also, as numbers are very small

- 3,000 copies of targeted literature in identified languages.

3.8.3 Key Lessons Learned or processes to be changed.

- The use of open questions for evaluation made analysis difficult.
- The short after period and specific nature of the target group for this project make statistical analysis of casualty data very difficult. Therefore more may have been derived from other approaches such as before and after awareness or attitude studies.
- Some workshops had such an impact that they continued beyond the project period and have had a positive effect on community leaders.

For further details of this project contact Dilek Sabri at Dilek.Sabri@haringey.gov.uk.

3.9 Liverpool: Traffic Signals

This project was extensively reduced from the original submission. The residual issue to be addressed was that of late night pedestrian casualties. It was proposed that changing the phasing of traffic lights to create gaps in traffic might allow pedestrians a greater chance to cross some of Liverpool's busiest city centre roads and reduce the failure to comply issue that had been identified.

There were problems identifying suitable junctions where monitoring equipment could be installed (24 hour CCTV), with the result that the revised operation was run for too short a period for any definite conclusions to be drawn.

3.10 Luton - Seat belt training and Publicity – ‘Belt-up for Life’

3.10.1 Project Summary.

This project was carried out jointly between the members of the Bedfordshire and Luton Casualty reduction partnership (Luton Borough, Bedford Borough and Central Bedfordshire Councils, together with the Bedfordshire police, Bedfordshire and Luton Fire and Rescue service and with the support of the Highways Agency). It has used a mixture of education, publicity and enforcement measures.

The target audience was the Asian community, taxi drivers and passengers and drivers of light and heavy goods vehicles. These groups had been shown by surveys to have particularly low seat-belt wearing rates. Within Luton, casualty rates for vehicle occupants had fallen from the baseline by only 2% whereas rates for cyclists and pedestrians had fallen by 33%. Data for the whole of Bedfordshire showed that a high proportion (41%) of serious and fatal casualties may have previously involved vehicle occupants who did not wear seat belts.

Education elements included presentations in schools for pupils at Key Stages 1, 2, 3, and 4. Contact with the schools was made through the police or community support officers and included a “seat-belt sergeant" role for younger pupils. This work had commenced with an inter-school competition to provide a DVD script and performance around the topic, the winner being called “If Only”. Another presentation was framed around the parents of a young man who died whilst not wearing a seat-belt. Part of the planned roll-out of these presentations was also to train people in the community to deliver the presentations.

Joint education and enforcement aspects of the overall project came via joint campaigns. ‘Operation Pride’ offered a presentation as an alternative to license points and ‘Operation Blessington’ involved purely Police enforcement and was run towards the end of the two year campaign.

A range of targeted publicity campaigns ran throughout the project period and included several bus-back campaigns. A web site was set up to explain the current stages of the project. A publicity medium recalled by most people was the use of banners on lamp columns. Also notable was a three stage campaign run along the length of the A6 called ‘flowers by the roadside’.

3.10.2 Outputs and outcomes

- There was an overall increase of 8.6% in the wearing of seat belts in the Luton area. This result was shown to be statistically significant. However in the rest of Bedfordshire there was only a small increase or, in several areas, a slight decrease.
- The increase in use among the Asian community exceeded the original target and was approximately a 7% increase

- The number of people who consider driving without a seatbelt “totally unacceptable” has increased by 16% in Luton and 7% in the rest of Bedfordshire.
- The number of people who consider driving with passengers unrestrained “totally unacceptable” has increased by 13% in Luton and over 18% in the rest of Bedfordshire.
- There was good recall of the various bus-back campaigns and of the banner campaigns. The latter improved when the level of the fine was displayed as well.
- Operation Blessington resulted in the issue of 255 penalty notices for failure to wear a seat-belt as well as 24 penalties for other offences.

3.10.3 Key lessons learned, or processes to be changed

- A number of the delivery stages took longer to complete than expected. These included presentations for schools, preparing scripts for theatre in education and engaging with mosques. In turn these resulted in a degree of under-spend at key project stages.
- Engaging with mosques in particular proved more difficult than expected and in the end only two of them had people trained for the delivery of road safety messages. This resulted in less effective evaluation of this aspect of the project and is an issue which will be pursued separately.
- The splitting of the former Bedfordshire, which was a partner in this project, into two unitary councils occurred during the project delivery period. This contributed to some of the points above but also created some difficulties, because staff was also involved in setting up the new organisations.

For more details about this project contact Christine Davy at davyc@luton.gov.uk

3.11 Manchester - Road Safety for Older People.

3.11.1 Project summary

Manchester's population mirrors the national trend with 15% being of pensionable age. The collision statistics show that an older person is more likely to be killed or seriously injured if involved in a road traffic collision. During the study period (August 2004 -07), older persons were involved in 9% of the total collisions that occurred on Manchester's roads. They also represented approximately 29% of all fatal collisions and 33% of collisions involving a pedestrian.

The project was to treat locations where there were a high number of killed or seriously injured (KSI) collisions area amongst the over 60's and to address road safety concerns for older people.

A prioritisation matrix for collision sites was developed in a feasibility study. Site visits were undertaken to the top 20 sites highlighted on the matrix; these highly ranked locations were visited to confirm that improvements could be made based on the collision history and identify possible actions.

Based on the available funding, Highway Services treated the eight most highly ranked "Over 60's" KSI locations in Manchester.

Innovative techniques and approaches were implemented for the trial including pre-cast concrete islands, low voltage bollards and rubber tactile paving.

3.11.2 Outputs and outcomes

Physical work carried out was mainly a standard set of low cost measures, but aimed specifically at prevention of KSIs to older pedestrians. These included improved pedestrian visibility, new or upgraded pedestrian refuges, uncontrolled crossing sites, improved road markings and signs, traffic calming and new Traffic Regulation Orders. Anti skid surfacing and pedestrian guard-railing were used at one or two of the sites.

Early indications of collision statistics are that the works implemented and the awareness and dissemination of information have reduced the amount of reported fatalities and seriously injured pedestrians over 60 yrs old.

3.11.3 Key lessons learned and processes to be changed

This programme has generated interest and highlighted the importance of road safety for older people, separate from the 'normal' target audience. Therefore additional funding was allocated to develop road safety leaflets by Manchester's Road Safety and Valuing Older People team. To date they have re-issued the original leaflet and printed an additional leaflet on the safe use of motorised wheelchairs on the highway.

Development of future leaflets to complement the Older and Wiser Road Safety Campaign is on going. Leaflets are to include advice on the different types of crossing and general self awareness.

For further information about this project contact Eraina smith at e.smith5@manchester.gov.uk.

3.12 Milton Keynes (Thames Valley Safer Roads Partnership) - MAST (Market Analysis and Segmentation Tools)

3.12.1 Objectives

Road safety interventions are delivered by a complex mix of public, private and third sector organisations. Until now, there has been no common platform on which they can assess road related risk, carry out detailed comparisons of their performance, share information across borders or carry out market segmentation to plan targeted interventions.

MAST was initiated to bring all this functionality to the road safety community for the first time. MAST was established with an aim to unite engineers, analysts, academics, enforcement officers, educators, marketers and managers with an easy-to-use analysis tool based on a single comprehensive data set that allows for rapid analysis and detailed market segmentation to build interventions.

Delivered online and utilised nationally, MAST http://www.road safety analysis.org.uk has a 'friendly' graphical user interface which exposes extremely powerful database architecture; this mixture of functionality and usability has been key to the project's success.

The blend of road casualty information along with market-leading customer insight that MAST delivers makes this a highly innovative project not only for the UK, but for road safety globally.

Based on the award winning Headline Data Tool, the original scope of the MAST project was to redevelop the technology platform to improve access to data for practitioners within the Thames Valley region. However, the benefits of a national analysis platform were recognised very early on and MAST has gone on to deliver a sophisticated national tool far exceeding the original scope of the project.
When it was clear that the technology platform existed to deliver a nationally accessible tool, the project team expanded its plans and began consulting with a far wider audience of potential users and supporters. Development was greatly assisted by a multi-disciplinary steering group representing every region of England and Scotland. This steering group also crossed boundaries in terms of representing local authorities, police forces, road safety partnerships and the private sector.
After a rapid development phase the initial version of MAST was launched in September 2009 and attracted around 250 delegates to four launch events nationwide. After launch, development continued rapidly and a national training programme was implemented, training about 230 users in under four months. The user community grew to over 700 registered users representing around 200 (mostly public sector) bodies.

In addition to the core project delivery for the Road Safety Profession, the funding awarded under the partnership grant scheme has facilitated the

development of MAST analysis platform that converts Road Casualties Great Britain into an accessible online tool for the public.

3.12.2 Outputs and outcomes

- Outcomes identified from the project include:
- Strategic review of road safety priorities
- Detailed market segmentation for high risk road user groups
- Improved delivery to key market segments
- Award winning campaigns developed based on MAST methodology
- Improved data handling by police forces
- Improved cooperation across authority borders based on shared intelligence
- Increased awareness of social marketing techniques and the value of customer focussed delivery
- Improved understanding of local authority geo-demographics and authorities that share similar profiles
- Unique new analyses based on resident risk
- Improved public access to government data

3.12.3 Key lessons learned

Among the successes there are some key lessons that should be taken from this project and considered for similar projects in the future.
Funding. The project funding was scaled to fit a project that may have been operating at a regional or sub-regional level, but as the project took on national significance it was clear that the team was under-resourced to affect the most beneficial results from the project.

- **Culture:** MAST has sought to support road safety delivery bodies in creating a new culture of evidence based practice and sharing intelligence. These processes take a significant period of time, and longevity of funding to support this process may have improved the impact of the project overall.
- **Consensus:** Developing consensus requires both consultation and leadership. The way that the MAST project consulted with a broad base of stakeholders to shape opinion and then implemented clear strategies was probably one of the strengths of the project.
- **Empowerment**: The success of MAST has been in large part due to the enthusiasm and support of innovators who have recognised the benefits of the new approach and have sought to embed new practices within their locality. Empowering these innovators, which has been done through support and training, has undoubtedly facilitated a far greater impact on the subscribing organisations.

- **Sustainability:** There was a clear reluctance on behalf of the public sector to absorb the risk, and the liability for the third sector was too great for them to take on the operating costs. The MAST project team therefore undertook to establish a not-for-profit model with very little professional support. Ultimately this appears to have been successful, but the structures to do not appear to exist to manage migration of grant funded projects of this scale and complexity into a sustainable long term operation.
- **Dissemination**: The project team is extremely grateful to the range of organisations who have offered the opportunity to speak at conferences, workshops and seminars about MAST. For the MAST project this was mostly achieved through extensive efforts at networking and word-of-mouth recommendations. It may be useful to have a more structured approach to support dissemination of projects that are of national significance.

For further information about this project contact Daniel Campsall at dan.campsall@saferroads.org.

3.13 Northamptonshire – Road Safety Time Bank

3.13.1 Project summary

This project was started in May 2007 by the six road safety Beacon Councils, (Devon County Council, Knowsley Metropolitan Borough Council, Lincolnshire County Council, Norfolk County Council, and Nottingham City Council). Initially the partners used some of the funds that they had each been awarded for becoming Beacon Councils for road safety. Partnership Grant funds were awarded in April 2008.

The partners set up a Project Board and appointed a project manager to run the day to day business. The Department for Transport and the Local Authorities Road Safety Officers Association joined the Project Board soon after its inception. A private web design company was appointed to develop and maintain the site.

At the outset the partners recognised that they could not continue to run a nationally utilised facility for an indefinite period. From an early stage potential bodies of the right nature were considered for this on-going role.

The Time Bank concept was to set up a web-based facility where local authority road safety professionals could post details of successful projects or ways of working so that they could be accessed and shared with the rest of the road safety community. A trading platform was established so that reciprocal exchanges of good ideas could be managed and struggling authorities could access good practice.

Early surveys of road safety professionals indicated a high level of interest and likely use of the site and that many had skills they were prepared to share. There was a long phase of ensuring that all road safety practitioners knew about and understood the Road Safety Time Bank and became members. Once they were members, several needed encouragement to become actively involved.

Members were required to set up a home-page within Time Bank and to have details of projects or schemes undertaken which others would want to know more about on their part of the Time Bank site.. They also needed to ensure that all relevant staff in the organisation had access to the information on the site. A very successful conference was held in February 2009 to promote the Time Bank, using speakers who were involved in new or different road safety projects.

Handover of the Road Safety Time Bank was agreed with LARSOA but was slightly delayed until September 2009 because of that organisations re-branding to Road Safety GB (RSGB) and change of management.

The Road Safety Time Bank was re-branded by RSGB in 2010 and re-launched as the Road Safety Knowledge Centre, www.roadsafetyknowledgecentre.org.uk. It continues to be a respected and well used resource for road safety practitioners

3.13.2 Outputs and outcomes

The original objective was that all English local authorities (152) should be Time Bank members. At February 2010 there were 126 English members plus 43 others from Scotland Wales and Ireland. At the later stages, each Highways Agency area and private sector companies were also eligible to join; 4 and 8 respectively having done so by February 2010.

There were several process milestones for development and promotion of the project and these were mostly met on time.

By February 2010 there were 228 separate members of the Road Safety Time Bank. 100 delegates attended the conference in February which was aimed at promoting use of the Road Safety Time Bank, and used speakers who were currently engaged in new or interesting projects. Feed back from this event suggested that it had been well received and resulted in several exchanges and/or learning visits.

In July 2009, preparatory to handover to RSGB, a survey of RSGB members was conducted which showed awareness of the Time Bank to be high but that frequency of use was low for most people, even though when they did so 61% found it to be fairly useful or better.

A final survey was carried out in February 2010 after RSGB had taken ownership of the site and re-branded it and with less emphasis on 'trading.' The survey showed an increase in frequency of use, a much greater use of the resource to ask for assistance or to offer it, and a greater prevalence of sharing information with work colleagues.

3.13.3 Key lessons learned and processes changed

At quite an early stage it was clear that a facility was required to post an "I need your help" message from members who had queries about issues which were not on the site at that stage. This has turned out to be the most used part of the system.

Also, it was realised that more time should have been spent with new members, showing them how to use the site and prepare their own homepages and content.

If key decisions about which other organisations should be eligible for membership had been made sooner this would have reduced some of the negative comments received during the earlier marketing stages.

For further details about the Road Safety Time Bank project contact Simon Mills at SIMills@northamptonshire.gov.uk

3.14 London Borough of Richmond - Late night Pedestrians

In partnership with the neighbouring Borough of Kingston, the local Pub Watch scheme, Street Angels and the police, this was a combination of complementary measures involving education and enforcement to address the issue of late night drink related KSIs (pedestrians as well as drivers) over the Christmas period 2008.
Using leaflets and radio to raise awareness, a volunteer group to facilitate taxi marshalling and intense targeted enforcement focussed on key transport routes by the police, this short campaign succeeded in having zero KSI for the Christmas 2008 period, against a record of 4 KSI in the same period in previous years

The results were presented at a Pan London Road Safety Conference early in 2009
For further information about this project contact Robert Dray at Robert.dray@richmond.gov.uk.

3.15 RoSPA - Young Drivers at Work

3.15.1 Project summary

RoSPA's Young Drivers at Work was a two year project. Phase One was formative research to obtain a deeper understanding of the issues that young drivers face whilst driving for work. Phase Two applied the research findings to develop an innovative workshop for employees.

The over-representation of young drivers in crashes is well-known. Driving for work has also been established as high risk, with the best estimate standing at between one-quarter and one-third of traffic incidents involving someone who was at work. Although there was no research on the proportion of young driver crashes whilst driving for work, there was a clear need for, and a previous dearth of, interventions targeted at young at-work drivers.

The project started in April 2008 and each phase lasted a year. The grant funded section of the project finished in March 2010, but work to develop the project is ongoing.

Phase Two, workshop development and testing, was designed in accordance with employers' and young drivers' needs. Twelve pilot workshops were run with large, medium and small organisations. In 2010 a Driving for Better Business Champion (DfBB) joined the project steering group and they themselves conducted an additional pilot, to see how the workshop ran with a non-RoSPA presenter.

The workshop is a classroom based education intervention that does not involve any practical driver training. The elements which make the workshop different are:

- **Active Learning and Peer Discussion**: The workshop comprises small group exercises and promotes honest and active engagement by young drivers, peer comparison, active listening, self-reflection, insight and planned change.
- **New Experiences**: The workshop encourages employers and young drivers to practice alternative ways of working post-workshop, thus offering new experiences. The workshop promotes the message of continuous learning and driver development.
- **Self-advocacy**: Young drivers are helped to understand why safety policies are important, and are empowered to communicate their own safety needs. This benefits the workplace safety culture.
- **Highlighting the Role of the Employer**: The workshop is aimed at both the young drivers and their employers. It acts as a communication channel between young at-work drivers and senior staff. This was often the first opportunity that young drivers and senior managers had to exchange views on driving at work.

A toolkit was developed as a result of the pilot and gives practical advices on how to organise, run, and evaluate workshops. Following the additional pilot by the DfBB Champion, 'prompt cards' were included in the on-line guidance as an extra aid to facilitators. The toolkit was launched in the press in April 2010 and can be found at; http://www.rospa.com/roadsafety/youngdriversatwork/

3.15.2 Outputs and outcomes

The workshop was piloted and evaluated, and a free online toolkit is now available enabling road safety professionals to deliver the workshop themselves. The formative research from Phase One provides a record of the differences between the driving that young people are practiced in as part of their learner driver training and the driving they are then exposed to after passing their learner test.

1500 copies of a report on the project were disseminated to Local Authority Road Safety Officers, distributed at conferences, and to companies who employ under 25 year old drivers. The report was widely publicised in the fleet press, and the findings presented at the DfT's 19th Behavioural Studies Seminar.

During the twelve pilots, the young drivers were asked to complete before and after questionnaire surveys on their attitudes towards driving, and their perceptions of the importance of crash risk factors. Supplementary questions about driving practices were also asked in the post-survey, as were feedback questions about how the workshop could be improved.

101 young drivers completed the pre-survey but only 30 completed the post survey. Advice on how to increase post-workshop survey completion has been included in the on-line tools.

Analysis of responses shows that following the workshops there was a small positive change in attitudes.

Some of the employers who took part in the pilot workshops have already fed back that after hearing the views of the young drivers their driving for work policies have been improved. One company has now incorporated familiarisation training for all new drivers.

Two practitioners' seminars took place with seventy seven road safety professionals and business representatives taking part. The aim of the seminars was to explain the theory behind the workshop, and to help others deliver the workshop.

3.15.3 Lessons learned and processes changed

Clear advice on completion of post workshop questionnaires needed to be produced and circulated.

For further information about this project contact Duncan Vernon at dvernon@rospa.com

3.16 Sheffield – Young Driver Skills and Education; (Skills for life)

3.16.1 Project Summary

This project is aimed at young drivers, who are over-represented in both the national and South Yorkshire fatal and serious injury data. Locally they are also over-represented in data for failure to wear seat belts and excess alcohol after a collision. Initially the project intended to target 17-24 year olds who had failed their driving test, using referrals by approved driving instructors (ADIs), but at an early stage it was evident that there were fewer of these than expected.

The project was re-focussed on targeting all students in higher education (16-18 year olds) and consisted of delivering a hard hitting 2-hour interactive package of information about the driving experience. This occurred at events all over South Yorkshire and the delivery partners for the work were the five local authorities, South Yorkshire police, fire authority and safety camera partners. The psychology department of Sheffield University was also a partner and evaluated responses of attendees at the sessions. As well as attending the sessions students were offered a wide range of materials. Some of these were practical (folders, pens, etc) others reinforced the messages given at the sessions.

A version of this work was focussed solely on young drivers in the Sheffield S5 postcode area and will be the subject of a separate report by Sheffield City Council.

3.16.2 Outcomes

- 100 “Events” were held over the two year period with 4,308 people in total attending. The project was well received in Schools and Colleges and requests for further Events are still being received.
- The project brought together and strengthened partnerships with organisations who had in the past not worked together. This has led to development of several other shared initiatives.
- The University of Sheffield developed questionnaires based on the well validated Attitudes to Driving Violations questionnaire to determine if the project had resulted in a positive change in attitude. Evaluation early in the project indicated a small improvement in attitude. A full evaluation report is due to be available soon.
- Project details will be available on the Road Safety GB Knowledge centre.

3.16.3 Key Lessons learned or processes to be changed

- Several aspects of running and managing a large project emerged, many of them as the project progressed. These included the firm need of a dedicated project manager and administrator; a Project Board is also essential to oversee effective running of the project, with regular meetings of all the partners.

- In order to run the project commitment is required by all partners.
- Incentives are needed to maintain the involvement and support of ADIs.
- Materials used need to be attractive, interesting, and easy to read and understand.
- The project is very attractive to Schools and Colleges who see this as a valuable learning tool, although not all students will be 17-24 year old learner drivers.
- Support from tutors is required to enable students to complete evaluation questionnaires and follow- up discussions in tutorial time are advantageous.
- The format of the presentation needs to be interactive and flexible, taking into account local issues and the actual venue being used.
- A recognisable logo was essential.

More information about this project is available from David Lawson at david.lawson@sheffield.gov.uk

3.17 West Sussex - Driving for work. Company Operators Safer Transport Scheme (COSTS)

3.17.1 Project description

Collision data indicated there were 901 killed and seriously injured (KSI) casualties in three years involving driving on business. This is about 30% of all KSIs across the Sussex Police area, which includes East and West Sussex and the city of Brighton and Hove.

The Partnership recognised that where business users are involved in incidents and collisions, the risk does not just rest with the driver, but goes beyond and includes the company.

The new Corporate Manslaughter Act 2007 was to commence in early April 2008 and it was felt essential for companies to be aware of the importance of this issue.

Consequently, the COSTS project was aimed at business and commercial drivers and their companies, to raise awareness of their responsibilities and the risks faced and how to manage down that risk and reduce road casualties.

The project aims were to reduce the numbers people killed and seriously injured in Sussex through a combination of enforcement, education and encouragement targeted at business drivers. This was to be achieved through:

- ad-hoc safety camera or other directed enforcement; also offering those a range of educational and enforcement activity, and
- an educational and support service for local businesses to achieve a robust occupational road risk (ORR) policy and culture.

At the start of the project the following objectives were agreed:

- reduce business related KSI casualties by 5% per year;
- increase numbers of businesses with ORR policy;
- change the business culture towards ORR;
- reduce the numbers reporting anti-social driving by commercial drivers;
- change business drivers attitudes to anti-social driving.

The project was launched on 7th April 2008 to coincide with the commencement of the new Corporate Manslaughter Act. Road policing teams led a day of action across Sussex to raise awareness of both drivers and their managers of the new Act, and the responsibilities they had in relation to it.

Drivers of goods vehicles not exceeding 7.5 tonnes maximum laden weight frequently tended to exceed the speed limit restriction for that class of vehicle. As the project progressed drivers who were stopped received a leaflet reminding

them of speed restrictions. They were also asked to respond to a survey about their knowledge of speed limits, their responsibilities, whether their company had an occupational road risk policy and if they were aware of it.

A multi-faceted marketing campaign was necessary to support and promote the project and the Project Board used professional support in the development of a marketing strategy.

After the launch of the Sussex project, South Yorkshire Road Safety Partnership launched a manager's pack which met many of the needs of the COSTS project team in their educational and advice requirements so this material was used.

A number of media were used including a new poster, with a message "Charged with corporate manslaughter… and I didn't know anything about it", also promoted on bus backs and streetliners for twelve weeks.

Four radio adverts were created and the advertising theme directed interested managers to the website for road safety assistance. These were broadcast countywide on a daily basis by seven local stations over a two month period. To support the marketing campaign a van back poster scheme was developed. This consisted of the 'Know your Limits' sticker being adapted as a decal and stuck to the rear of goods vehicles. Many goods vehicles in the Sussex Police fleet also used these decals. East Sussex Fire and Rescue Service and East Sussex County Council vehicles also used the signs on their vehicles.

A web site, www.costsproject.co.uk was developed for the project.

West Sussex County Council driver training officers and Sussex Police casualty reduction team officers targeted businesses at the Manor Royal Industrial Estate in Crawley, one of the largest business parks in the South East. As a result of this, interest was shown by the Royal Mail and Roche Pharmaceuticals.

As the team became more engaged with other companies, a revised concept evolved which led to a step change. Lunch and Learn workshops were seen as a more favoured tool to use to engage with managers or their staff. These have become a primary tool of engaging with companies and consist of a PowerPoint presentation with supporting material enabling an inter-active workshop and are designed for about twelve participants.

3.17.2 Outputs and Outcomes

A mail-shot to 4,682 fleet managers in Sussex identified from a database. From April 2008 to December 2010 at least 2,500 letters have been sent to companies.

Early data clearly indicates that over the last three years there has been a reduction in excess of the 5% project target.

Web-site page viewing times are quoted from Google:-

- Speed Limits: 16,949 at an average of 1m 04s per view.
- Lunch and Learn: 7,504 at an average of 1m 29s per view.
- FAQs: 13,764 at average of 1m 39s per view.
- COSTS Managers' Booklet: 609 download.
- COSTS Project Manual: 75 download (added 11/08/10).
- FAQs from the DfT: 526 download.
- Safe Driving at Work leaflet: 693 download.
- Average time spent on the COSTS download area: 2m 20s.

As a result of the mailing shots, letters and as a consequence of offences committed or complaints received, the team contacted in excess of 10,0000 companies.

Participant companies appeared to appreciate the objective review of policy by an external organisation which helped them develop and amend it where necessary, and in some instances revealed 'cracks' in implementation. All of the participants were positive about their involvement with the COSTS team.

3.17.3 Lessons Learned and processes to be changed

It was found locally and from a project team in Cambridgeshire County Council that there was reluctance for businesses to be involved in seminar type events held at a venue away from company premises. However, the Lunch and Learn events and Company reviews were well received.

Also, future evaluation needs to understand to what extent managers cascade information about occupational road risk to drivers and how these drivers perceive their company's approach to occupational road risk.

For more details about this project contact Ron Paterson at Ron.Paterson@westsussex.gov.uk; or Ian Jeffrey at Ian.Jeffrey@sussex.pnn.police

3.18 Wigan-Community Road Safety Champions

3.18.1 Project summary

The community road safety champions project was set-up to tackle identified spikes in the local casualty statistics. A strong correlation had been found between child casualty rates and the level of deprivation. A further feature was the over-representation of the over 60's in casualties in some wards. Three wards were chosen for education, training and publicity interventions for 16 year olds and under, with another three for over 60's action.

Delivery of the project was framed around the idea of creating road safety champions in each of the selected areas. The idea was that these champions would be empowered to take action in their own communities. Volunteers were invited to induction events with specialist community profiling. These were also attended by engineers and road safety officers who could talk about local safety problems. These then led to the identification of key activities and the development of action plans. Particular localised interventions were developed between road safety champion volunteers, safety engineers and road safety officers. The interventions were road safety events where road safety messages were targeted at the chosen groups; these included a Halloween themed fun-day and an event themed 'Be wise, road wise' was held at a local supermarket.

3.18.2 Outputs and outcomes

Champions were encouraged to monitor outputs from their events and these included:

- Levels of support and involvement by the community volunteers
- Levels of 'dropout' by the community champions as the project progressed
- Attendance levels by target groups at events.
- Simple evaluation questionnaires for event attendees
- Responses to any publicity events or campaigns

Measurement of the impact of this work on casualty rates in the chosen areas of Wigan were also attempted but this was made difficult by a wide range of other factors which may also be having an effect. However in five of the six targeted areas of the town it was also noted that casualty rates fell.

Another clear beneficial result of the project was an increase in community wide awareness of road safety issues, changes in attitude towards road safety, often indicated by levels of attendance/participation in the events and activities.

3.18.3 Lessons Learned or processes to be changed

- The input needed from volunteers to achieve desired results was greater than had been expected.

- Because the role of road safety champion was voluntary, the majority of the work was undertaken by road safety staff. This had not been foreseen at the outset.
- Consequently although some good work was done, the ability to achieve sustained messages and campaigns by this method was limited
- This also resulted in less time being given to broadcasting road safety messages in various ways than had been hoped for.

For further details about the project please contact Carmel Foster-Devine at c.foster-devine@wigan.gov.uk.

3.19 City of York - Young cyclist scheme, in Youth Groups

3.19.1 Project Summary

In national and local KSI statistics it is clear that young people are over-represented, particularly young male drivers. As an increase in accidents in this type of population is also found to be tied into areas of deprivation it was decided to try and tackle some of these issues, before these people became young car drivers, and to use the existing youth groups, often set up in areas with an amount of deprivation. Also, in York pedal cycle casualty statistics are quite high, which may be due to a higher instance of cycling in the city.

Although the City is successful in getting cycle training into schools there is a nominal fee for this, so it was agreed to target teenagers from areas of greatest deprivation, who may have missed out on cycle training. Youth Services had bases in these areas and so it was proposed to work through their already established centres and with Community Policing Teams.

The evidence suggests that there would be a benefit in road safety education being delivered at an early age and so a road safety initiative was aimed at pre-driving boys, who were already active on the road on bicycles.

This project aimed to target those hard to reach and at risk groups in some of the most deprived areas of York that may not be reached through the usual school channels. The aim was to educate them about some of the well know dangers for this age group, particularly:-

- being seen in the dark;
- lorries and buses turning left;
- keeping a well maintained bike;
- peer pressure;
- seatbelt wearing; and
- alcohol awareness.

Those who attended were given bike locks or lights if they needed them – to ensure that they left the course with improved knowledge and with a physical contribution to keeping them safer.

Delivery of the young cyclist scheme would be through Youth Groups including at the BMX park in the evenings. Initially this was for one Autumn/Winter of 08/09, but was extended to cover Autumn/Winter 09/10 in order to meet the target of 200 pupils. There has been a commitment by the City of York council to fund the course up to 2011.

Initially the course was developed to be two, 2 hour sessions, delivered on consecutive weeks through the winter months. The structure has changed several times as different delivery models were tried. Currently the course is

offered as 8 half-hour lessons which can be delivered as 8 separate “sound bites” or put together to be delivered over a couple of sessions.

It was planned that the courses would run through the dark Winter months and would be a partnership project that would include input from Youth Services, North Yorkshire Fire & Rescue, North Yorkshire Police, as well as from City of York Council Road Safety.

3.19.2 Outputs and outcomes

- 96 pupils in the target group were trained. The programme will continue until 200 have received training.
- Successful in setting up a “light give away” scheme, with 40 sets of lights currently with officers for them to give out.
- A flexible programme was developed to deliver Road Safety in “sound bites” to youth groups via youth leaders.

Around the time that this training commenced a City wide campaign, about “failed to look” (regarded as the single biggest causation factor of accidents in York) was being run. The “made you look” campaign was focused particularly on young road users, particularly between October and November 2008. Part of the campaign included a road safety web site, also focused on young people. This included an area where young York bands were showcased, with key road safety messages edited between the music. (A CD of what was on-line is available on request).

There was also a link to bike maintenance pod casts, with a trial web- site which was closed after a year. There were hits on the site through the campaign, but these fell off after the other elements of the campaign finished. The web site had 522 visitors between 24th October 2008 and 31st March 2009.

Post evaluation was carried out by an independent evaluator, in the spring of 2009, via interview with youth centre staff. All feedback was very positive about the lights and locks and the general intentions of the courses. However, the feedback about the course was mixed, with most feeling that youth leaders would be better placed to deliver the courses to their own clientele.

3.19.3 Lessons learned and processes to be changed

There were many barriers to the delivery of the courses, such as evening transport, moving of equipment between locations and the absence of established working relationships with North Yorkshire Fire and Rescue and North Yorkshire Police. It was felt that these resulted in slow take up and lack of partner enthusiasm for the project. However the effects of these early problems have now been greatly reduced by more flexible delivery.

The original project concept was changed from City of York trying to deliver as a partnership team, to one where youth leaders were given the tools and incentives to deliver it themselves.

Current interest in the “light give away” scheme from police community officers and the fire and rescue service has improved.

If you wish to learn more about this project contact Trish Hirst at trish.hirst@york.gov.uk.

4. Road Safety Partnership Grant Round Three

Overview

The third round of the road safety partnership grant involved nine projects led by local authorities and two by third sector organisations. The third sector projects were for Brake's road safety week (section 4.1) and the Child Accident Prevention Trust's child safety week (4.3).

Four of the projects were targeted towards reducing casualties amongst motorcyclists in the local areas by using mix of education, enforcement and engineering interventions:

a. Cheshire East's project (4.4) involved installing average speed cameras on the 'Cat and Fiddle' route, used extensively by leisure motorcyclists. The project included educational measures and considered effects on other routes and follows previous investment in safety engineering, such as signing and surfacing on the route;

b. Derbyshire's Integrated Motorcycle Problem Routes (4.5) dealt with reducing casualties amongst rural leisure riders who accounted for a high proportion of KSI's in the area;

c. Staffordshire's Motorcycle Casualty Reduction (4.10) project was a full programme of multi-agency interventions to reduce the number of motor cycle casualties in Staffordshire and Stoke on Trent throughout 2009 and 2010; and

d. Warwickshire's Take Control, Motorcycle Training (4.11) provided customised and subsidised post CBT (compulsory basic training) post test training to moped, scooter or motorcycle drivers. The training was aimed to improve riding skills, confidence and enjoyment for riders in Warwickshire, Herefordshire, Worcestershire or Shropshire.

Three projects were targeted towards communities over-represented in the casualty statistics:

a. Bristol - Making Roads Safer by Social Marketing (4.2) dealt with influencing young driver behaviour through coaching and assessment sessions from the Institute of Advanced Motoring informed by in-vehicle recording devices;

b. London Borough of Hounslow's engagement with the Somali Community (4.6) project engaged the community by setting up women's groups and delivering a three-week road safety programme including practical training in pedestrian and in-car safety;

c. Oldham's Safer Travel for At- Risk Families (4.9) was targeted to reduce pedestrian casualties by 40-50% annually in five geographical locations through engagement of mosque marshals, social gatherings, women, youth and children groups of the community.

Two projects investigated intelligent speed adaptation:

a. Lancashire's intelligent speed adaptation (4.7) project aimed to deliver innovative but low- cost in-vehicle speed warning systems using standard in-car geographical positioning systems to provide warnings when drivers are speeding or approaching sharp curves too fast;
b. Manchester's Speed Limit Project (4.8), added to the third round after the original announcement of projects in early 2009. This aimed to test the issues associated with developing a local database of speed limits on public highways, including linking records across highway authority boundaries.

In addition two further, fresh projects were started in spring 2010 under the road safety partnership grant programme, with completion due in March 2011.

These are:

a. the Fatal Four project in the East Midlands (4.12). This is designed to test and evaluate the impact of co-ordinated publicity, enforcement and rehabilitative training associated with four hazardous behaviours (speeding, drink driving, seat belt non-wearing and mobile phone use) and concentrated on major roads with poor casualty records;
b. developing the Enhanced Rider Scheme (4.13) for post-test motorcyclist training to improve its delivery locally, link it better with local work and promote it more effectively.

4.1 Brake - Road Safety Week 2010

Road Safety Week is an annual event co-ordinated by the charity Brake, and aims to raise awareness about the part we can all play in making roads safer. It is an umbrella project, designed to attract involvement from a wide range of stakeholders and to stimulate the promotion of road safety awareness.

The Road Safety Week website, www.roadsafetyweek.org.uk, acts as a hub of information for communities interested in getting involved and running activities linked to a national event. Brake also carries out marketing, encouraging involvement among key groups, issues resources to thousands who request it, and runs an extensive media campaign during the Week.

In 2010 Road Safety Week took place 22-28 November, focusing on the theme of 'Kids say slow down!' The campaign particularly highlighted the need for drivers to slow down to protect children and families – and also encouraged communities getting involved to address whatever road safety issues were of particular concern to them.

Brake issued 23,900 posters to schools, organisations and community groups, plus 6,574 copies of e-guidance to companies on how to effectively participate in the Week. Emergency services, local authorities, schools, youth groups, military units and organisations took advantage of the Week by running road safety promotions, campaigns, talks, workshops and demonstrations. Numerous case studies detailing independent initiatives were submitted.

The Road Safety Week website saw a surge in traffic in the run-up to and during the Week – with 26,915 unique visitors.

If you wish to know more contact Julie Townsend at Jtownsend@brake.org.uk.

4.2 Bristol - Making Roads Safer by Social Marketing

Following research and pilots the project aims to test a social marketing intervention to influence driving behaviour. It will be aimed at young males in a discrete area of Bristol.

Thirty-nine 17-24 years old drivers from the project area have been recruited at the time of writing this report. All recruits have had their vehicles fitted with an in-vehicle recording device (IVDR) which gathers data for evaluation of driver behaviour. The parameters of the IVDR have been developed in partnership with the Institution of Advanced Motorists (IAM).

All the participants have a "blind" phase with IVDR installed, but no other input. An LED feedback system to indicate red and amber "events", as registered by IVDR, is then installed. Participants undergo a driver assessment followed by coaching sessions from IAM. The content of the coaching has been developed specifically for this target group. By the end of the project all drivers will have received a series of coaching sessions and a final driver assessment.

In addition, a Driver Attitude and Behaviour Questionnaire will be completed by each driver at the beginning and end of the project.

The social element of the project is focused on monthly karting sessions which allow IVDR scores to be reported. These are combined with karting performance to create a competitive element. The karting and coaching sessions both create opportunities for informal information sharing and networking.

If you wish to know more about this project contact Mike Baugh at Mike.Baugh@bristol.gov.uk.

4.3 Child Accident Prevention Trust (CAPT) - Child Safety Week 2010

In 2010 Child Safety Week ran from Monday 21 to Sunday 27June. The theme was “Make time for safety”. This drove home the message that simple safety measures can be the most effective, combating parents’ fears that accident prevention takes too much time and energy. The Trust demonstrated how, by adopting safety habits that take just a moment and eventually become second nature, parents can fit safety into their busy lives.

345,000 printed resources were sent out to local communities in the run-up to and during Child Safety Week.

Contacts receiving the free Child Safety Week toolkit included Sure Start children’s centres, health visitors, GP surgeries, hospitals, community organisations, housing associations, childminders, nurseries and schools, as well as all road safety teams.
84% of recipients reported they would continue to use the resources over the coming year.

The top action taken by parents was to practise road safety with their children while out walking. Other actions included driving more slowly in built-up areas, having child car seats checked to make sure they were fitted correctly and obtaining information or advice on child safety.

Parents, grandparents and carers pledged almost 800 days to preventing accidents via the on-line Time Pledge and at local Child Safety Week events. Staff and parents alike found the Time Pledge a useful tool to focus parents’ attention and encourage them to commit to making some specific changes.

For more details about this work contact Kirstin Rowan at kirstin.rowan@capt.org.uk.

4.4 Cheshire East - Motorcyclists and A 537 ‘Cat and Fiddle’ Route

4.4.1 Background

The ‘Cat and Fiddle’ road (A537) connects Macclesfield in Cheshire with Buxton in Derbyshire and it attracts a lot of bikers because of its location and the unique riding experience. For a long time the road has had a high number of casualties, over two thirds of whom are bikers. Despite significant enforcement and engineering since the year 2000, the ‘Cat and Fiddle’ remained a road with an unacceptable level of death and injury. It is frequently labelled the most dangerous road in Britain due to its number one ranking in the annual EuroRAP road risk assessment. However without the biker injuries, the road would not be in this position.

Bikers in Cheshire as a whole are over-represented in the casualty data and have been becoming an increasing higher percentage of the overall fatal figures as other forms of transport see a reduction in road death.

Therefore an average speed camera system has been put in place on the route on the basis that it would be more likely to bring about a change in behaviour. As an associated project, Cheshire East, in partnership with the Road Safety Foundation, Derby and Derbyshire Road Safety Partnership, and Warwickshire Council, is developing a free-to-use smart phone (web) based application for the biking community to increase awareness of the risks associated with biker routes in the UK.

4.4.2 Project aim and objectives

The aim of the project is to make the Cat and Fiddle and surrounding roads safe to use, visit and enjoy with the objectives being:

- to reduce the number of people killed and seriously injured on this road by 35%;
- to reduce the number of people killed and seriously injured on high powered two wheelers in Cheshire by 10%;
- to increase public confidence in our agencies’ response to these roads and make them feel safer using this road;
- to decrease the number of bikers who think that road death is inevitable;
- To change the public preconception that the Cat and Fiddle is a race track;
- To improve the roads rating in the EuroRAP Table.

The changes in behaviour, including to casualty numbers are to be assessed over a three year period after installation.

Given the road runs into Derbyshire, the Derbyshire County Council, Derby City Council and road safety partnership were asked to contribute to the scheme and consultation was undertaken with the Peak District National Park Authority who supported the project.

This project's enforcement activity was complimented with educational elements and the development of a platform to exchange information on good and safe riding routes. The plan for this work is that bikers will download a free application via a smart phone that:

- Highlights the most “risky roads and routes” to bikers in the UK as identified by the Road Safety Foundation’s EuroRAP risk rating.
- Highlights the issue that the majority of motorcyclist injuries are down to rider error (raising and communicating road safety risk in an innovative way).
- Provides mobile access to Register of Post Test Motorcycle Trainers (RPTMT), enhanced rider training providers and Bikesafe.
- Provides motorcyclists with information and advice on how to ride the road safely.
- Provides an interactive forum for bikers to be able to discuss roads, rate them, highlight good stop points and points of interest, which will provide road safety professionals with useful community intelligence.

4.4.3 Evaluation

The objectives of the average speed camera elements of the project and its success will ultimately be measured in a reduction in casualties by the end of 2014. However, the intention was also to help make people to feel safer using the road and by encouraging more users to visit this area of outstanding natural beauty. Before surveys have been undertaken to test public perception and confidence, this will be followed up with a further survey. Speeds and casualty rates are monitored on the roads and progress is monitored closely.

The project also provided Cheshire with a stimulus to address motorcycle injuries and a motorcycle delivery group was formed from the partner agencies to address the issues around the partnership area.

The cameras were installed in early 2010 but there have been delays in making them go live. However Cheshire East is aware that the presence of the cameras themselves will offer initial deterrent values. Initial data is encouraging with speeds dropping significantly between April – August 2009 and the same period in 2010 and the number of people exceeding the ACPO threshold reducing from over 24,000 per month to under 3,000 per month.

The number of killed and seriously injured casualties (8) on the A537/A54 route in 2010 was half the number in 2009, with the total number of casualties also halving to 22. Across the whole of Cheshire the number of motorcyclist

casualties in 2010 was similar to the 2009 total, but broadly on track towards targets to reduce these overall casualty figures by 10% from 2006-2008 levels in the 2010-2012 periods.

The smart phone application is planned to be evaluated by looking at the:

- Number of downloads of the application, by platform (the aim is for 1% motorcycle license holders — approximately 10,000 downloads).
- Number of active installations of the application, by platform (55% of all downloads — approximately 5,500).
- Number of currently registered users (30% of all downloads — approximately 3,000).
- Number of application reviews, by platform (0.1% of registered users — approximately 30 ratings).
- Average review rating (1–5) (50% of users rating 3.5* or above [out of 5*] — approximately 15).
- Number of user-submitted routes (10% of registered users upload a route — approximately 300).
- Number of user-submitted points of interest (40% of registered users upload a point of interest — approximately 1200).

4.4.4 Key Challenges

The main challenges to the project have included ensuring the equipment is located to manage behaviour on the whole route, managing the high installation costs and the relationship between the roadside equipment and the very attractive local scenery. There have been technical challenges that have been overcome in providing power supplies.

If you want to know more about this project contact Lee Murphy at Lee.murphy@cheshire.pnn.police.uk

4.5 Derbyshire - Integrated Motorcycle Problem Routes

A third of all road users 'Killed and Seriously Injured' (KSI) in Derbyshire in 2007 were motorcyclists. This project mainly aims to further reduce casualties with rural leisure riders who account for a high proportion of Derbyshire's KSIs. Work with young riders and in urban areas is also being pursued. It is an integrated project using engineering, enforcement and education.

4.5.1 Activities planned

- A signed routes campaign on fourteen problem routes together with a 'Bikers Guide to Derbyshire.'
- A media campaign aimed at leisure bikers coming into Derbyshire;
- A targeted enforcement campaign using both marked and unmarked police vehicles, also Vehicle Activated Signs (VAS) with specific messages;
- Events in Matlock Bath which bring together dealers and bike enthusiasts with the partnership's agencies.
- Ongoing engagement of biker fraternity with links to dealers, forums etc and the project officer having an 'outreach' role with his own motorcycle;
- Consultation through surveys, questionnaires and competitions at events and a data collection system which records bikes.
- Subsidised courses for experienced riders and recent compulsory basic training (CBT) passes.

A clear set of outcome targets have been set for the project.
If you wish to know more about the project contact Robert Hill at Robert.hill@derbyshire.gov.uk.

4.6 London Borough of Hounslow. Engagement with the Somali Community

This project is targeted at the Somali community in Hounslow and includes:

- Setting up of women's groups and delivery of a three-week road safety programme (including practical training in pedestrian and in-car safety) to approximately 200 women, of whom 60 have been recruited to be ambassadors to teach subsequent community groups.
- 4-day summer programme run in each of the two years to deliver an art based project to approximately 30 women and their children.
- Programmes will have run in 20 children's centres, 3 primary and 2 secondary schools with large numbers of Somali pupils. Pupils have produced art work, a DVD and a story book in Somali, to be distributed to all primary schools in the borough.
- Links have been made with a number of 'cafes' in the borough where the drug, Khat, is taken, and road safety advice given.
- In partnership with Somali community groups, DVDs have been developed on the use of Khat while driving, in-car safety for children and safe places to cross the road. These DVDs have been produced in Somali for distribution to community groups and slots have been booked on Somali and Universal radio and TV for this material to be widely disseminated.

Calendars with clear road safety messages were produced and distributed for the Eid celebration following Ramadan in September and, for the second Eid festival in November, 5,000 Eid greeting cards were distributed by hand at the borough's mosques.

Two Focus groups were held and tapes of these discussions are currently being transcribed for evaluation. Somali TV and Universal TV will provide information about audience figures and numbers taking part in the phone-in programmes.

If you wish to know more about this project contact Elisabeth Knight at elisabeth.knight@hounslow.gov.uk

4.7 Lancashire. Intelligent speed adaptation.

The project aimed to deliver innovative but low- cost in-vehicle speed management systems for Lancashire drivers. The equipment used involved an enhancement to standard satellite navigation systems to provide warnings when drivers are speeding or approaching sharp curves too fast. Newly qualified young drivers and fleet drivers were the target groups.

Intelligent Speed Adaptation (ISA) is a system within a vehicle that displays the speed limit for the road currently being driven on.

The project has involved developing a digital map of speed limits for Lancashire and using modified satellite navigation systems to advise a sample of drivers when they are exceeding the speed limits. The drivers' behaviour would be monitored before and after the ISA to see if it has made a difference to their driving.

The digital speed limit map has been developed and approximately 400 participants took part in the trial. Data Collection began in June 2010 and is due to be completed by the end March 2011.

The data collected will be collated and analysed by the University of Leeds and a report will be published on the findings by October 2011.

If you wish to know more about this project contact Vali Birang at Vali.Birang@lancashire.gov.uk

4.8 Manchester - Speed Limit Project

The project's key deliverables are:

- The development of a Greater Manchester (GM) Speed Limit Database containing all speed limit data for all public roads. All speed limit sign data for the entire GM road network has been collated and is currently being translated into the agreed format, as specified in the Data Schema. Almost all Traffic Regulation Orders (TROs) have been received too. A number of technical issues relating to these have been noted and have been passed back to the reporting agencies for correction. Discrepancies will be noted or corrected.
- A final report detailing lessons learned and the planned approach for maintaining the Speed limit Database. Interim progress and lesson learnt reports cover a wide range of technical issues including those which relate to data capture, status of the road, setting of link size and street lighting patterns. The final project report is currently being compiled. A full response will also be given to the consultation on the new Traffic Signs Regulations and General Directions.

Discussions have begun as to the development of effective approaches for maintaining the speed limit data set. It is intended that a web-based application is to be developed to show all the collated speed limit data.

The future of the development and maintenance of this database is being considered as part of the new arrangements under the development of a new Combined Authority for Greater Manchester, and the establishment of Transport for Greater Manchester.

For more information about this project contact Sarah Mee at sarah.mee@manchester.gov.uk

4.9 Oldham - Safer Travel for At- Risk Families

The principal objective of this two year project is to reduce by 40 to 50% the numbers of accidents and resulting casualties occurring annually in five geographic areas of Oldham. In each area five 5 groups are being targeted social gatherings, mosques and mosque marshals, women's groups, youth groups and children's centres.

The absence of formal safe crossing places is a barrier to finding safer routes. This project aims to consult with the community to establish a network of zebra crossings in the five areas and so reduce the problem.

All households in each of the five areas received a letter informing them of the project and asking for their views as to where a zebra may be placed to help them to plan safer routes.

One of the unusual elements of the project is the approach to raising awareness. This involves the message being directed primarily towards adults rather than children. Whilst working on initiatives from each element it became apparent that whilst schools are child centred, they should be regarded as a venue to gain access to parents and adults.

An independent research organisation has been employed to help with monitoring and evaluation and a comprehensive interim report on the first year of the project is being produced.

If you wish to know more about this project contact Julie Williams at Julie.Williams@unitypartnership.com

4.10 Staffordshire - Motorcycle Casualty Reduction

The project was a full programme of multi-agency interventions to reduce the number of motor cycle casualties in Staffordshire and Stoke on Trent throughout 2009 and 2010. It consisted of carefully targeted physical measures on key routes together with, enforcement and education, supported by marketing and publicity.

Bike Guard was fitted at Stableford Bridge on the A51N and a rubbing strip installed to the barrier with the tightest radius as Bike Guard cannot be bent to fit this. Some visibility improvement works at junctions on A51 and B1476 have been completed and land negotiation ongoing at other sites. Other works including surface dressing are planned.

Publicity, training and enforcement measures included motorcycle road safety events with numerous local authority and commercial partners. Training at post CBT (compulsory basic training) level and a more advanced BikeSafe course were offered with good levels of take-up. An enforcement campaign called operation Octane was used on three separate weekends. All events and campaigns received targeted publicity.

If you wish to know more about this project contact Kevin Wilcox at kevin.wilcox@staffordshire.gov.uk

4.11 Warwickshire - Take Control, Motorcycle Training.

Take Control provides post CBT (compulsory basic training) and post test scooter, moped and motorcycle training available to anyone who rides a bike in Warwickshire, Herefordshire, Worcestershire or Shropshire. The training is heavily subsidised or free of charge and aims to introduce riders to the benefits of training and improve their riding skill, confidence and enjoyment. The half or full day courses are tailored to individual rider needs and delivered by professional instructors.

The project aimed to train 800 riders (approx 10% of the available market) with an internal evaluation showing whether riders feel the course has improved their skills and made them safer. Independent evaluation of the project is currently underway and includes external assessment of the training delivery and a mix of quantitative and qualitative evaluation of client experience of the programme. A key learning point has been that the majority of riders are not pro-actively looking for training. The key factors that persuade riders to book a Take Control course are the mix of promotion techniques utilised and the low pricing. However, it has proved difficult to persuade young moped riders to take up the post CBT training.

Over the life-span of the programme Take Control has developed a strong reputation amongst riders, fostered by word of mouth recommendation and positive reviews in national motorcycle titles including Ride, Fast Bikes, Bike, Twist & Go and Used Bike Guide. A full evaluation report will be available at the end of the project.

For more details of the project contact Stephen Rumble at stephenrumble@warwickshire.gov.uk

4.12 East Midlands Region 'Fatal 4' Project

4.12.1 Project Aims

Nottinghamshire County Council represented a group of local authorities in the East Midlands, for the delivery and evaluation of local road safety publicity material (roadside and radio) in the region. This project aims to improve the evidence base about the impact and cost effectiveness of this publicity and to change the attitudes and behaviours of drivers and passengers regarding the dangers caused by the four most common causes of death and serious injury in road traffic collisions in the region. These are:

- drink/driving;
- speeding;
- mobile phone use whilst driving;
- not wearing a seat belt.

It also aims to reduce the incidence of these behaviours across the participating area, leading to a reduction in the number of road casualties arising as a result. Whilst broadly targeting all drivers, it is especially aimed at influencing the attitudes and behaviours of 17-25 year old road users.

4.12.2 Objectives

The project's specific objectives were:

- To reduce the incidence of hand-held mobile phone usage by 10% on the targeted routes from before (April / May 2010) to after the target campaign period (March / April 2011).
- To reduce the incidence of illegal speeds by 10% driven along the targeted routes from before (April / May 2010) to after the target campaign period (October / November 2010).
- To reduce the incidence of non seat belt wearing by 10% on the targeted routes from before to after the target campaign period (December 2010 / January 2011).
- To reduce the incidence of drink driving on the targeted routes from before to after the target campaign period (not measurable through observations).
- To increase awareness of the dangers associated with the 'fatal' 4 behaviours.
- To change attitudes and behaviours concerning the 'fatal' 4 behaviours from before (May 2010) to after the target campaign period (March 2011).

- To reduce the number of casualties arising from the 4 behaviours (all severities).
- To achieve a relatively greater impact of the campaign on 17-25 year old road users from before (May 2010) to after the target campaign period (March 2011).

4.12.3 Project outputs and outcomes

Thus far, 8000 drivers/passengers have been exposed to road signs, 2500 drivers/passengers have been educated at clinics and 1,300,000 people have heard the radio message.

The intention is that the short term outcomes of a greater awareness of the effects of the 'Fatal 4' in the targeted area together with an increased awareness of the dangers of driving practices associated with the Fatal 4 activities should lead to a subsequent change in driving behaviour. The campaign is intended to thus lead to a reduction in speeds when the speed theme is being run (and similarly for other sub-themes).

4.12.4 Evaluation Methods

Several evaluation methods have been employed:

- 100 manual observations in each direction on each of the targeted and control routes of speed, mobile phone use and seat belt wearing before the commencement of activities (April / May 2010).
- 100 manual observations in each direction on each targeted and control routes of speed, mobile phone use, seat belt wearing after the campaign activities.
- Before and after postal questionnaires to be administered by Ipsos Mori in May 2010 and March 2011.
- On-line questionnaire targeting 17-25 year olds to be administered by Ipsos Mori in May 2010 and March 2011.
- Before and after casualty analysis for targeted and control routes, and for the project area overall.

The evaluation of the different interventions will be published sometime after the project ends in March 2011 and will have sufficient detail to assess each intervention's comparative effectiveness.

For more details, please contact Suzanne Heydon at suzanne.heydon@nottscc.gov.uk

4.13 Enhanced Rider Scheme Pan-Regional Pilot Project

This project consists of three work streams contributing to a pan-regional pilot to improve the take-up of the Driving Standards Agency (DSA) Enhanced Rider Scheme (ERS). There were originally three separate bids by Mercia (with the addition of Derbyshire and Cheshire), South West and Eastern regions for funding to improve the take-up of post-test rider training. These three bids were amended and merged by into one pan-regional project.

Cornwall Council, Bedford Borough Council and Warwickshire County Council are the lead local authorities undertaking this challenging pan-regional project in partnership with other authorities in the South West, East and West Midlands regions, with the overarching key objective to ultimately increase take up of ERS, with 3 high level deliverables:

- to consider and identify existing brands and, if necessary, develop a resilient and effective brand for marketing ERS;

- to undertake an analysis of existing and future capacity and enthusiasm to deliver ERS training in the pilot regions and in the light of that to deliver any identified increase in RMPT trainers in the areas where this is necessary; and

- to evaluate the effectiveness of ERS training, in particular to see if it leads to lasting improvements in rider skills, attitudes and behaviour.

4.13.1 Work Stream 1: ERS Marketing Vehicle Analysis

Warwickshire County Council lead on this work stream, which looks at the important aspect of the marketing of ERS, specifically identifying a suitable 'marketing vehicle' (MV) for the product. Two of the regional bids had identified pre-existing MVs to build upon in an effort to increase take-up of post-test rider training. The Eastern region generally used 'Hugger', a MV developed by Norfolk County Council whilst the South West region generally used 'Max Rider', a MV developed by Devon County Council. Mercia region had a 'blank paper' approach, with the intention of developing a MV.

An independent market research agency was appointed to assist with this work.

- Phase 1 – Identification of suitable MVs (Completed Sept 2010)

The first phase of this work stream involved producing a shortlist of existing motorcycle training MVs that either already promoted ERS or could be adapted to do so.

- Phase 2 – Data collection and analysis (Completed Dec 2010)

In the second phase of work a significant qualitative research project (12 paired interviews and 35 individual in-depth interviews across 7 regions) was conducted to establish the capacity of each of the shortlisted MVs to reach the primary audience and motivate them to take up post test training.

The research explored in detail motorcyclists attitudes towards post-test training and specifically ERS. It also elicited and evaluated riders' reactions to and attitude towards the shortlisted MVs (Max Rider, Quality Yorkshire Riders, BikeKraft, Hugger and ERS). The research report provides a valuable insight into motorcyclists' attitudes towards post-test training that will assist with the design and marketing of post-test training schemes. The research concluded that, with some development, the original DSA branding and marketing of ERS offered the greatest potential for drawing riders into post-test training.

- Phase 3 – Development

Work is progressing with the DSA to consider how the recommendations of the report can be acted upon.

4.13.2 Work stream 2: Training needs analysis

Cornwall Council lead on this work stream which was sub-divided into three distinct outputs:

- Trainer Capacity Survey

To elicit how to do this it was necessary to establish why some trainers had already joined the RPMT and others had not and what their commitment/interest was in delivering ERS in their location.

In September, 2010 the trainer capacity survey went live for a period of six weeks, hosted by Somerset County Council. Following this an interim analysis supported the need for the development of Continual Professional Development modules to help enthuse, enable and motivate existing instructors (Compulsory Basic Training - CBT, Direct Access Scheme - DAS & post-test trainers) to promote and deliver ERS. The full report will be available shortly.

- Continual Professional Development (CPD) Course

The pilot 8 hour CPD course was developed with modules including Local stats, Seven Rider Types, the Register of Post Motorcycle Trainers (RPMT) process and assessment techniques. The course was held in early December 2010 in the Devon Drivers' Centre with positive evaluation feedback received. A course folder accompanied the 5 hour CPD training which included additional information for the further 3 hours guided reading/study to qualify for the 8hours CPD certificate.

Delivery of this style of CPD course is planned to be extended to provide one in each of the regions to achieve immediate invigoration of up to 15 trainers in each plus enable the region to take on the format and potentially perpetuate it themselves beyond the life of the project. The course folder was made available electronically in January 2011 for use and adaptation beyond the life of the project.

- SW Regional centre for the provision of RPMT Instructor training
  A five day, concentrated course has been developed to be delivered by Devon Drivers' Centre (DDC) which provides training for existing non-registered post test trainers, Direct Access Scheme (DAS) or Compulsory Basic Training (CBT) instructors and anyone who has held a full motorcycle licence for at least three years and has good riding skills. Successful completion of the training not only gives the trainer eligibility to join the RPMT but also includes integral content which, with a further 30 hours guided study, can achieve the Preparing To Teach in the Lifelong Learning Sector (PTTLLS) qualification. This additional qualification adds to the suite of tools available to the trainer to help effectively integrate and interpret learning styles/behaviour into tuition and should help to enhance their business credentials.

The DSA assessed the DDC instructors; the venue and administration processes etc. in Feb. 2011 and were pleased to award them with accredited status for RPMT trainer training and assessment centre.

Through the project three weeks of 'Train the Trainer' courses are planned for March at Devon Drivers' Centre. This is open to each of the regions involved in the project, thus increasing the number of Trainers on the RPMT. The project will also have provided an on-going SW regional facility beyond the life of the project to complement DSA's own centre in the East at Cardington.

4.13.3 Work stream 3: Evaluation of ERS including Biker Risk Profiler Development

Driving Research Limited was commissioned by Bedford Borough Council on behalf of the Pan Regional Pilot Project to carry out qualitative and quantitative research into the wider views of trainees, trainers, local authority representatives and indeed members of the DSA itself involved in the delivery of RPMT assessment and standards. This work involved:

- In-depth one-to-one interviews carried out with RPMT trainers around the country.
- A smaller number of in-depth semi-structured interviews carried out with motorcyclists who had completed the Enhanced Rider Scheme within the preceding few months.
- A suite of questionnaires was compiled and distributed to the RPMT and to some recent ERS trainees. The questionnaires were:
  - The Biker Risk Profiler
  - A brief personality questionnaire
  - The Learning Styles Inventory
  - A "segmentation" tool, based on TRL report, PPR442
- A home-study course developed for trainers to learn how to use a coaching-based approach to maximise the effectiveness of the attitudinal and

- The distribution of RPMT trainers across England, Scotland and Wales was mapped out, in order to show clearly the concentration of trainers in different areas.
- An email was sent out to key Local Authority contacts in the regions which are participating in the project, in order to gather information about Local Authority involvement in ERS provision. Responses displayed extreme levels of variation, so more detailed data is being gathered through interviews with a selection of those key contacts.

4.13.4 Conclusions

Considerable evidence now exists as a result of the project which supports ERS as a potentially successful marketing vehicle with some design modifications.

The Pan-Regional team believe that the next steps involve feedback of the results of the project to key stakeholders in ERS. This will be done with a view to establishing wider, strong partnerships with those who can help realise the full potential of this initiative.

5. Key Learning Points

The road safety partnership grant aims to demonstrate the pivotal nature of working with local partners, fostering and maintaining good relationships in order to achieve project aims and objectives and successful outcomes. In turn these help to develop platforms for future co-operation.

Without the support (whether in kind or financial) of partners, projects would not have been successful, especially in terms of helping to target hard to reach audiences. Several of the projects demonstrate clearly that effective collaborative working often brings about better results. The round 2 project in Cheshire where the target group was young offenders and the key partners were the staff from the local authority's youth-offending teams, demonstrates the benefits very well.

Local partners are always important and many of the projects showed excellence in working this way. In the projects in Luton, Buckinghamshire and West Sussex, the support of police partners was key to successful outcomes. In Luton and Haringey, great efforts were made to work with the local Muslim communities through their leadership groups. Similarly, in Wigan, this idea was taken and extended to creating road safety champions from the local community.

The road safety community was already good at sharing and partnership. This was demonstrated well in the case of the West Sussex project, where once it was underway it was realised that suitable materials had already been developed by another Council (South Yorkshire) and so these were used rather than creating some anew.

An outstanding example of broader partnership working has been the Road Safety Time Bank, developed by six local authorities from across England. Working together they set out to create a product which was a legacy of their success as Beacon Councils but would be useful to all road safety practitioners for a long time. The Road Safety Time Bank has recently been taken over by Road Safety Great Britain, and re-launched as the Road Safety Knowledge Centre at www.roadsafetyknowledgecentre.org.uk .

Similarly, the work of the Thames Valley Partnership in developing MAST has been one of local cooperation in developing a tool for national use, which has rapidly led to a well informed national user base being developed.

Both MAST and the Road Safety Knowledge Centre have now become national tools in the delivery of road safety.

Well managed project boards have been central to the good running and improved co-operation evident in so many of the projects, particularly the bigger ones and those which involved more than two partners. Use of project boards has helped to identify problems at early stages and also ensured timely delivery and good financial management.

RoSPA carried out a very useful project targeting young drivers at work, which have left a legacy of materials for potential wider use by local road safety officers and businesses alike.

Engineering projects demonstrate the need for a different sort of partnership, often around the issue of reaching consensus about the specific measures to be used. In the case of the Manchester and Dorset projects the involvement of the public or representative groups has helped in reaching solutions but also presented challenges as it is often the case that there are conflicting views about what treatment is (or is not) appropriate.

Several of the projects have demonstrated good partnership with academic establishments and consultants, often in terms of data analysis or improved understanding of the outcomes and outputs. In the case of Devon's Road Safety Academy this cooperative working has been extended. A range of useful education and training resources has been developed for use within Devon and its local partners but these are also opportunities to participate by other road safety professionals from across the country.

6. Conclusion

Round 2 of the partnership grant scheme included a wide range of projects supported by a total of about £2.2m of DfT funding. The outcomes delivered included some significant and positive changes, worthy of consideration in other localities. The round 3 projects have been supported by about £3.6m of DfT funding and the later approved projects with a further £0.9m. Most projects have been match funded locally.

There were some challenges completing the projects and including consultation, implementation, evaluation and lessons learned within the time-frame permitted. With many small scale projects, results have been measured in terms of attitude and behaviour, which are in turn likely to be reflected in road casualties avoided, being unlikely to be possible to directly measure the numbers of casualties avoided. For some of the larger scale projects, impacts on road casualty levels may be capable of detection over a slightly longer period.

A review of the road safety partnership grant programme has indicated that the value of the forecasted safety benefits of projects accruing in one year is likely to average about double the implementation costs. Besides, providing benefits for the localities involved, the projects are designed to inform future road safety practice to make it more effective, for example through the learning points highlighted in this report.