

Cambridgeshire and Peterborough



Road Safety
Partnership



STRATEGY **2015-2020**

Cambridgeshire and Peterborough Road Safety Partnership

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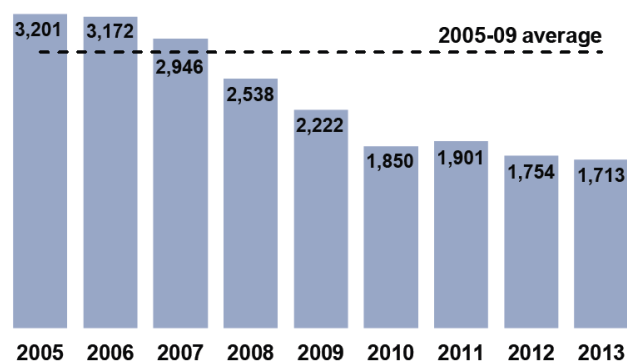
Introduction

1. This document outlines a 5-year strategy to underpin the activity of the Cambridgeshire and Peterborough's Road Safety Partnership. The strategy examines the evidence of need and outlines the Partnership's vision and delivery model from 2015-2020.
2. The strategy outlines five aims for future activity in Cambridgeshire and Peterborough:
 - To prevent road users from being killed or seriously injured (KSI) through enabling behaviour change, delivering better education and delivering road engineering schemes
 - To reduce the social impact of road casualties, at an individual, family and community level
 - To reduce the cost to public agencies in dealing with the impact of road collisions including identifying invest to save opportunities
 - To undertake targeted road safety enforcement as part of a strategy to reduce KSI's
 - To develop a financially sustainable model of delivering road safety activity across Cambridgeshire and Peterborough

Road safety in the UK

3. Since the 1980s there has been a steady decline in the number of people killed and seriously injured on Britain's roads. Over the last decade a period of rapid decline in fatalities (2007-2010) has been followed by a plateau, as can be seen in Figure 1.

Killed casualties in reported accidents, GB, 2005-2013



(Source: Reported Road Casualties Great Britain: 2013 Annual Report)¹

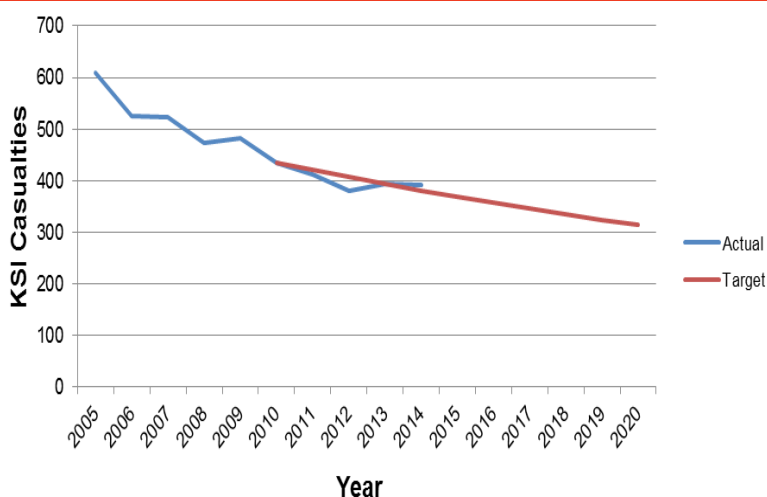
4. At the time of writing, reductions compared to the 2005-2009 baseline have been observed nationally across all main road user groups except for cyclists, who have seen a 38% increase (provisional data for 12-months ending September 2014).
5. In May 2011 the Government introduced its Strategic framework for road safety² setting out its approach to continue to reduce killed and seriously injured casualties on Britain's roads. The Government's approach identified the following key themes for road safety:
 - better education and training for children and learner and inexperienced drivers;
 - remedial education for those who make mistakes and for low level offences where this is more effective than financial penalties and penalty points;
 - tougher enforcement for the small minority of motorists who deliberately choose to drive dangerously;
 - extending this approach to cover all dangerous and careless offences, not just focusing on speeding;
 - making it easier for road users to do the right thing and going with the grain of human behaviour;
 - taking action based upon cost benefit analysis, including assessing the impact on business;
 - more local and community decision making from decentralisation and providing local information to citizens to enable them to challenge priorities; and
6. A key element of this approach was the removal of overarching national targets, with the emphasis placed on local government and service providers to set their own priorities to reduce road casualties. However, forecast reductions based on the expected effect of current measures, suggested a reduction in the number of people killed and seriously injured (KSI) of 40% by 2020, compared to the 2005-2009 baseline.
7. This strategy document is based around the Government's key themes and sets local priorities and targets to 2020 based on local data.



Local casualty data

8. Cambridgeshire and Peterborough have seen similar casualty trends to those observed nationally, with a downward trend in the number of people killed and seriously injured over the last decade. This data is shown against the targeted reductions in Figure 2.

Figure 2 - KSI casualties and targeted reductions 2005 onwards



Year	Actual	Target
2005-09 average	523	-
2010	434	-
2011	413	420
2012	381	407
2013	393	394
2014	394	381
2015	-	369
2016	-	357
2017	-	346
2018	-	335
2019	-	324
2020	-	314



9. Figure 3 shows KSI casualties in Cambridgeshire and Peterborough by road user group.
10. In Cambridgeshire and Peterborough, as has been seen nationally, cyclists are the only main road user group to exhibit an increase in KSI casualty numbers in the long-term with the total for 2014 (77) 31% above the 2005-2009 baseline. This is set against a 50% increase in the level of cycling in Cambridgeshire over the past ten years.
11. Table 1 shows the 2014 casualty data by age group and highlights that 16-25 year-olds make up ¼ of all road casualties, closely followed by 26-35 year-olds. It is well documented that younger vehicle drivers and their passengers are at greater risk of being involved in a road collision³.

Evidence has also shown that young drivers in rural areas face additional risks due to a “combination of inexperience and increased exposure to risk, through higher mileage and the types of road on which they drive⁴.”

Figure 3 - KSI casualties by road user group

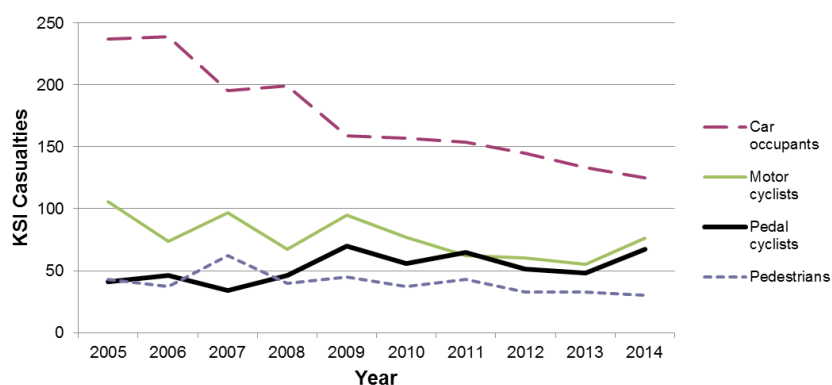


Table 1 - 2014 road casualties by age

Age	Fatal	Serious	Slight	Total	% of total
0-15	0	26	175	201	7%
16-25	6	78	605	689	25%
26-35	7	71	519	597	22%
36-45	3	57	376	436	16%
46-55	6	65	289	360	13%
56-65	4	30	182	216	8%
66+	4	31	151	186	7%
Total*	30	366	2330	2726	100%

*Total includes casualties of unknown age

12. Table 2 shows the number of Cambridgeshire residents as casualties occurring anywhere in the UK according to the district in which they live. This uses 2013 data as this is the latest available national data so cannot be used in comparison to the other casualty data in this report. This type of analysis is important in determining target audiences for interventions in the delivery plan and annual action plans and will be interrogated in more detail for these purposes, including using market segmentation tools such as Mosaic⁵.

Table 2 - 2013 road casualties anywhere in the UK by district of residence

District	Fatal	Serious	Slight	Total	% of total
Cambridge City	2	37	273	312	14%
East Cambridgeshire	8	40	188	236	10%
Fenland	4	48	263	315	14%
Huntingdonshire	5	47	341	393	17%
South Cambs	4	43	332	379	17%
Peterborough	8	63	583	654	29%
Total	31	278	1980	2289	100%

13. Using this local data, the following types of collision have been identified as priorities for intervention at the outset of this strategy:
- Collisions involving young people (age 17-25)
 - Collisions involving pedal cycles
 - Collisions involving motorcycles
 - Collisions on rural roads (including inappropriate speed)

Underpinning evidence

14. In addition to the guidance offered by national Government in its *Strategic framework for road safety*⁶, the activity delivered by the Partnership is influenced by the following policy documents within each respective partner organisation:
- Local Transport Plans for each Highway Authority^{7,8}
 - Safer Peterborough Partnership Plan⁹
 - Cambridgeshire Health and Wellbeing Strategy¹⁰
 - Cambridgeshire Joint Strategic Needs Assessment¹¹
 - CFOA Road Safety Strategy¹²
 - ACPO UK Road Policing Strategy¹³
 - Beds, Cambs and Herts Tri-force Roads Policing Strategy
 - Highways England: Strategic Business Plan 2015 to 2020¹⁴
15. The World Health Organisation (WHO) describes three approaches relating to the prevention of road traffic injuries: The Haddon Matrix, Safe Systems Approach and Public Health Approach¹⁵. Within the sphere of influence of the Road Safety Partnership, each of these has been examined and used to influence this strategy. Details of each are outlined below.
16. William Haddon Jnr.¹⁶ described three phases of a crash event – pre-crash, crash and post-crash – and also separated how the human, machine and environment interact during each phase of a crash. As a result he developed the nine-cell Haddon Matrix, with each cell of the matrix allowing opportunities for intervention to reduce road crash injury.
17. In May 2014 a stakeholder workshop was conducted, led by Addenbrooke's Trauma Centre, with the aim of engaging stakeholders and helping everyone understand where each service element fits within "road safety". The Haddon Matrix was used to demonstrate which elements each service could influence and the workshop outputs in this format are included at Annex A.

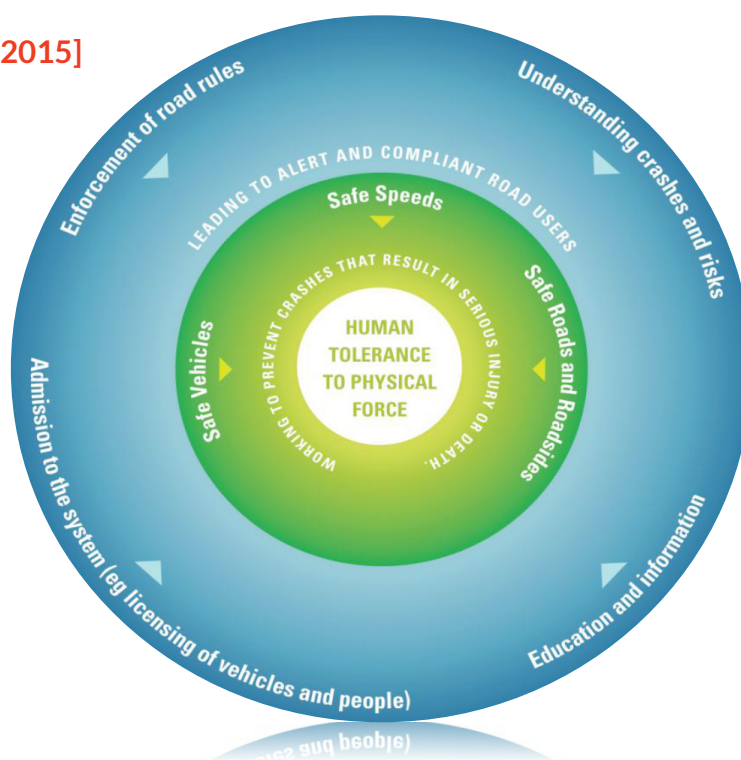
18. Recent changes bringing Public Health under the umbrella of Local Authorities and the introduction of regional Trauma Networks have highlighted the importance of addressing the burden road traffic collisions have on health services. The Public Health approach is science based and has served to instil a greater emphasis on deeper analysis of the road safety problems faced in Cambridgeshire, particularly relating to patient outcomes, and also encouraged a more holistic view of the impact of road collisions on the residents of Cambridgeshire and Peterborough.
19. It has been identified that the work currently undertaken by the Partnership members in relation to the location of collisions and type of road users involved is good but, building on the CTARP project which examined injury data from 1997-2004¹⁷, more in-depth analysis relating to trends among the types of people involved in collisions and the long-term effects on their health is essential to ensuring the most effective use is made of limited partner resources.

Figure 4 - Model showing the Public Health Approach [Source: WHO, 2004]



Figure 5 - The Safe System Approach [Image source: BC Road Safety Strategy, 2015]

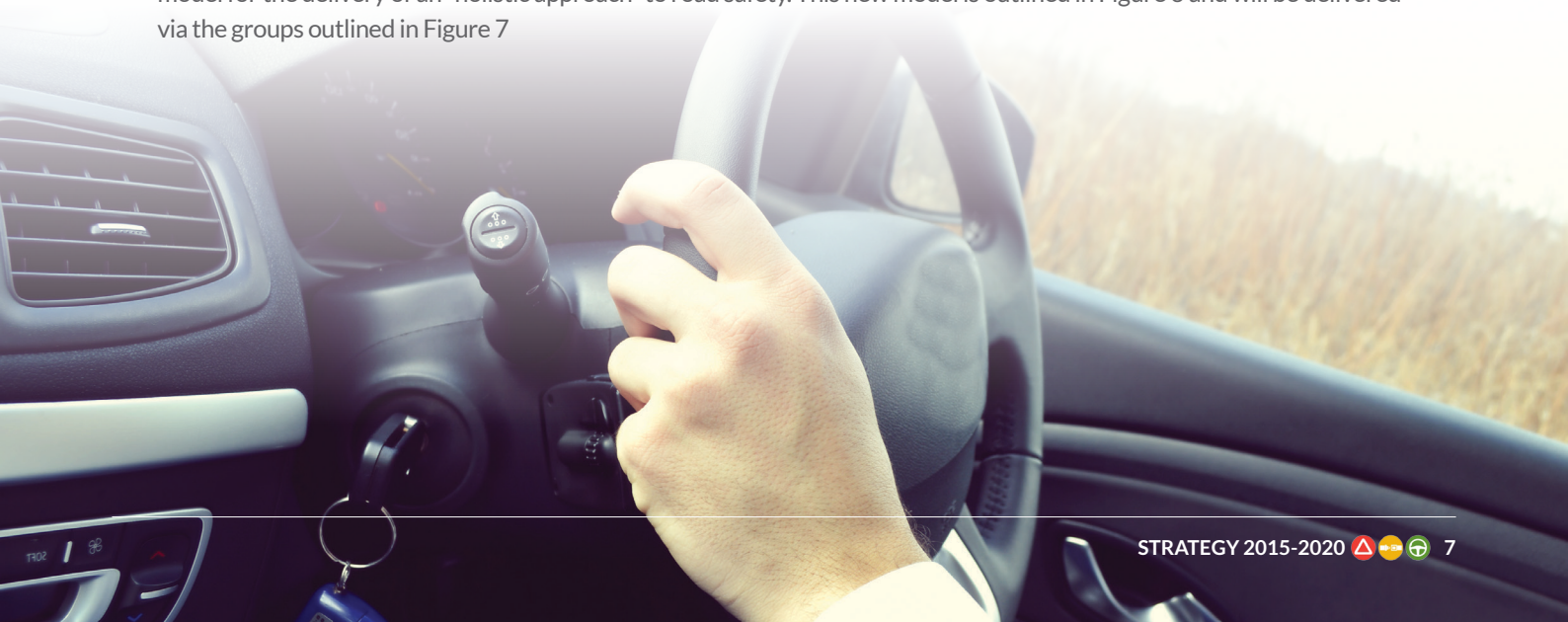
20. Figure 5 shows the Safe System Approach to road safety, which recognises that humans will make errors within the road network "system" and seeks to mitigate the effects of these errors elsewhere in the system to reduce the incidence of serious injury and death.
21. The Safe Systems Approach has been adopted by countries across the world having been pioneered in Sweden and the Netherlands since the 1990s. The Partnership is able to influence many areas of the system, with a direct responsibility for most areas in the outer circle and the ability to influence other elements such as road engineering.





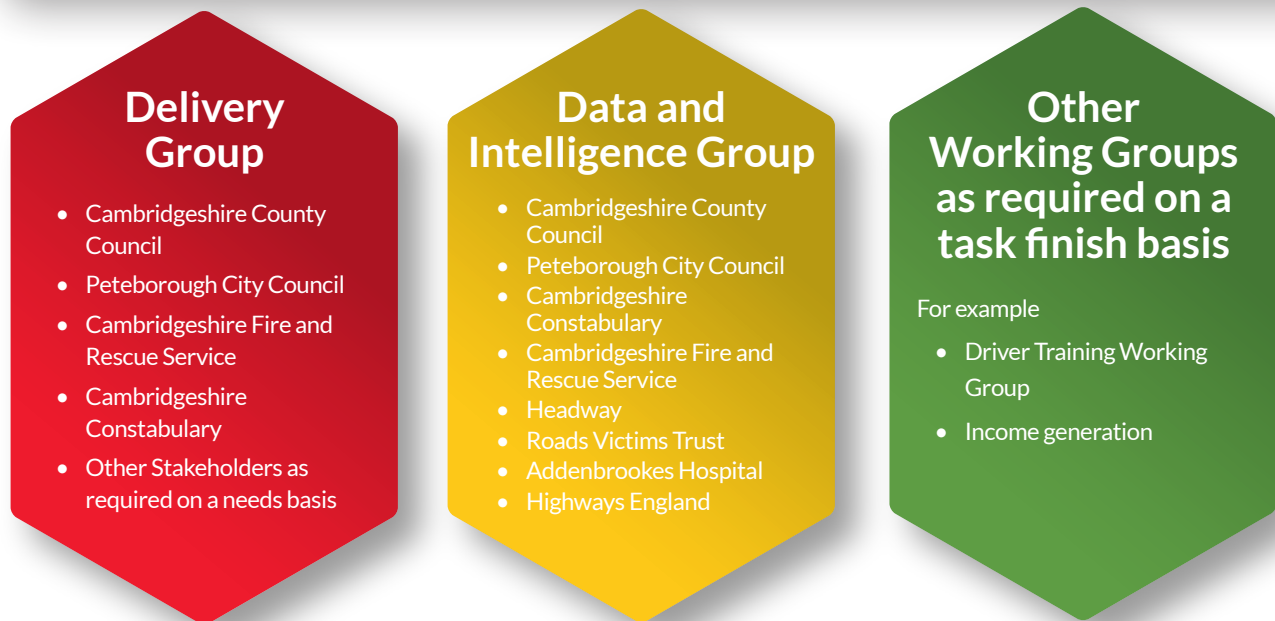
Our vision

22. The data, policies and frameworks outlined above have been used to develop the Partnership's vision and strategy over the next five years to 2020, as outlined below.
23. Every death and life changing injury on Cambridgeshire and Peterborough's roads or to a Cambridgeshire or Peterborough resident is one too many, and the social and economic burden of road casualties is felt much wider than just those immediately involved in the collision.
24. Therefore, **our vision is to prevent all road deaths across Cambridgeshire and Peterborough and to significantly reduce the severity of injuries and subsequent costs and social impacts from road traffic collisions.**
25. In order to work towards this vision, the following targets have been adopted by the Cambridgeshire and Peterborough Road Safety Partnership¹⁸ for the life of this strategy (all targeted reductions are compared to the 2005-09 average baseline):
- To reduce the number of people killed or seriously injured (KSI) in collisions by at least 40% by 2020.
 - To reduce the number of children killed or seriously injured in collisions by at least 40% by 2020.
 - To reduce the number of cyclists and pedestrians killed or seriously injured in collisions by at least 40% by 2020.
26. The Partnership recognises that social and economic costs of road collisions extends to wider provision not previously associated with typical road safety programmes, such as victim support and rehabilitation and has therefore sought a new model for the delivery of an "holistic approach" to road safety. This new model is outlined in Figure 6 and will be delivered via the groups outlined in Figure 7



CPRSP Strategy 2015-2020 Figure 6 - Delivery model



CPRSP BOARD Figure 7 - CPRSP Structure

Aims and objectives

27. Based on the Partnership's vision, the following aims and objectives have been identified for action within the delivery plan in order to meet the agreed targets for casualty reduction by 2020.

Aims

- To prevent road users from being killed or seriously injured (KSI) through enabling behaviour change, delivering better education and delivering road engineering schemes
- To reduce the social impact of road casualties, at an individual, family and community level
- To undertake targeted road safety enforcement as part of a strategy to reduce KSI's
- To reduce the cost to public agencies in dealing with the impact of road collisions including identifying invest to save opportunities
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Objectives

- To reduce year on year the numbers of people KSI on Cambridgeshire and Peterborough roads
- To support the victims of road collisions and reduce the social impact for individuals, families and communities
- To identify high risk road users and deliver targeted initiatives to prevent collisions
- To identify high risk collision locations and develop preventative measures (including road engineering solutions) to decrease the risk of future collisions.
- To share data and intelligence across public agencies to prevent future road collisions
- To work across the police tri-force area to identify methods of reducing partnership costs.

Next steps

28. An annual action plan will be drawn up by the Partnership's Delivery Group outlining interventions for the following 12-month period aligned to each identified key theme.
29. Areas for further research and investigation will be identified by the Partnership's Data and Intelligence group and the results fed into the annual action planning process and subsequent strategy documents.
30. The Partnership key themes will be reviewed on an annual basis.

Annex A Outputs from stakeholder workshop 1 May 2014

Phase	Pre- Crash	Crash	Post-Crash
Human Factors	<ul style="list-style-type: none"> • Campaign to highlight social/economic impact of speeding in same way as drink driving (shame, loss of job etc) & speeding is a crime • MAST – Right channels (marketing) • Stage learning driving test • Education • Behaviour change to alternative transport (safety transport) • Young drivers not allowed x no of occupants after certain time (e.g.Australia) • Raise profile of additional education and training provided by groups such as ‘institute of advanced motorists’ • Bringing future to present – consequences of accidents • Driver/rider training part of driving test • Driving a killing machine • Evaluation – what works (prevention) and what doesn’t • Morning after drink campaign – alcohol awareness • Patterns of thinking – ‘bad behaviour’ • Young Males – need a breakthrough • Peer to peer • Campaign with University of Cambridge to promote safer cycling • Campaign to tackle ‘driver complacency’ – refresh skills • Target Young Males • Switch on engine – switch off mobile campaign • Learn from the successful ‘kick ash; campaign – peer pressure to reduce smoking in young people 		<ul style="list-style-type: none"> • Sentencing – would it make people think? • Analyse who is responsible • Roll out RvT across the region • More victim support • Biker down courses • Focus on serious injury not just fatality • Cast study –who is responsible • Evolving methodology for delivering interventions – Behaviour change • Use of social marketing – is it being used effectively
Vehicles and Equipment Factors	<ul style="list-style-type: none"> • Technology, apps? • Insurance trackers on cars obligatory • Local app for mobile phone – safe driving tips • Availability of technology, addicted to social media? • Issues around young/inexperienced drivers having older cars (cheaper, and cheaper to insure) would safety be better in newer cars? 		<ul style="list-style-type: none"> • Use serious RTC as film for future campaigns
Environmental Factors (Roads)	<ul style="list-style-type: none"> • Clear breakdown of data at local level to determine route causes • Teaching people to drive vs passing the test • Signage review at collision sites • Commentary drive for learner drivers • Ditches and water drains in the fens (hot spots?) • 2014 Joint strategic needs assessment on transport and health – make sure we influence and get involved 	Road defects and pot holes	<ul style="list-style-type: none"> • Share best practice • High level strategic steer and action plan • Council policy and road strategy networks

Data and Research

- Clear breakdown of data at local level to determine route causes
- High level analytical support – direct effort
- Evidence base of needs
- NHS number on STATS19
- Capture all available data
- Use of wrong data leading to wrong solutions
- Existing tools not being utilised e.g. MAST – low staff numbers available to use it
- Use Speed Watch Data
- Apply for grants for research
- Share info with effective partners
- Analytical capability and capacity
- Causation factors are subjective – get new STATS19 form for fatals/serious after investigation – better quality data e.g. share accident investigation info
- Share culpability data to target correct people
- Use research to inform programmes
- Focus on our area, what is special/different? evidence

Other ideas

- Partnership coordinator and leader
- Partnership communication strategy
- From a bikers perspective – speed can be your friend i.e. acceptable to avoid incident
- Problem – public sector funding squeeze – disinvestment in road safety
- Clear idea of Partnership roles and needs
- Funding for research and analysis
- Loss of strategic overview and direction/focus
- Pathways?
- Incomplete partnership, weak leadership, member review?
- Incomplete overview of problem, resources and solutions
- Senior police rep/PCC to lead strategic partnership
- Can we learn from near misses
- What is our aspiration? What is our vision – like Volvo V40?

Who should be involved?

- Violent crime partnership
- Public health
- Highways England
- Cambridge University



Cambridgeshire and Peterborough Road Safety Partnership References

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